

U. S. BRIDGE
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Pub Co

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XI.

NEW YORK, AUGUST 1, 1894.

No. 5.

NET CIRCULATION

Ordinary circulation statements
are gross and of no practical
value to the advertiser.

THE ST. LOUIS REPUBLIC

makes a net statement, deducting all copies spoiled in printing, left over and returned unsold.

THE REPUBLIC'S statement, published at the head of its editorial page every day in the year in the daily and every week in the weekly, is an exhibit, accompanied by affidavit of net circulation reaching actual readers.

THE REPUBLIC is the only newspaper in St. Louis which dares to print either a detailed circulation statement for any long period or net figures. Every book, paper and memorandum in the office of THE REPUBLIC bearing upon the question of circulation will be submitted for inspection to any representative of any advertiser at any time.

THE REPUBLIC'S daily average circulation for the first six months of 1894 was **53,602.**

The average circulation of the WEEKLY REPUBLIC each issue for the first six months of 1894 was **129,582.**

Rates quickly furnished by

THE REPUBLIC, St. Louis, Mo.

Or at New York Office: 146 Times Building.



ATLANTIC COAST LISTS

In Summer

these papers are read just as faithfully
as in Winter.

In Winter they are read from end to
end—by a million families weekly.

These families buy all the year
round—Summer and Winter.

The continuous, "never stop" ad-
vertisers get the most money.

They keep up the advertising and
hold the business.

**They save a heap of
money in electrotypes.**

One only is needed.

134
LEONARD
STREET
NEW YORK

GR
MALM
DES

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. XI.

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REV. HENRY M. FIELD, D.D.

The "dean of the religious press," as Dr. Henry M. Field has been called, bears his seventy-two years with the spirit of a boy, and is likely to "frisk beneath the burden of four score." He was a delicate child, too, but has always kept a good conscience and a buoyant, happy spirit, and in addition has refreshed jaded nature from time to time by wide and varied travel. Few Americans have seen more of the globe, and no one, perhaps, unless it be Bayard Taylor, has told the story of travel more charmingly. This summer the Doctor has wandered off on a new tangent to Alaska, this being in alternation to the preceding trip, which carried him last winter into the desert of Sahara. Between these two extremes, New York makes a very good middle ground, and here Dr. Field stays during his working hours. And it is here that he has made himself a pulpit wider in influence than that of almost any religious teacher of our generation. It was in 1854, now just forty years ago, that Dr. Field, then a young pastor in active service, was led to take an interest in *The Evangelist*. His brother Cyrus, of world-wide fame,

had already become a prosperous merchant, and he made it possible for the young clergyman to assume editorial direction and control of the paper.

Organized in 1830, by a group of young men, of whom William E. Dodge was one, whose zeal had been kindled by the great revival movement of that year under President Finney, *The Evangelist* soon took the leadership among Presbyterian papers as the ex-

ponent of the religious movements of the day. The paper, from the start, has been characterized by ideas. It plunged at once into the anti-slavery cause, and then followed that up by a vigorous defense of the temperance movement, calling to its pages the most powerful and the boldest pens of the church. Thus, by 1854 it had attained a national standing and influence. Under Dr.



REV. HENRY M. FIELD, D.D.

Field this was steadily increased. During the war it was the special champion of loyalty to the government, and as such was distributed in immense editions by the Sanitary Commission and other agencies through the northern armies, as a tonic influence. After the conclusion of the war, another cause soon presented itself, of the greatest religious importance, namely, the movement toward reunion in the

Presbyterian Church. Here again *The Evangelist* seized the flag of fraternity, and led the army to victory. Of late we need scarcely say that it has again caught up the banner of liberty, and been a rallying point for all who, while loyal Presbyterians, stand for liberty of conscience and unfettered scholarship.

At the beginning of the present year Dr. Field carried out a purpose which he had had in mind for years, namely, the reorganization of the paper on a broader basis than was possible in a sole personal proprietorship. To this end he associated with him a group of the strongest Presbyterian laymen in the country, men like Jesup and Dodge in this city, and Armour and McCormick in Chicago, himself retaining the majority interest in the corporation and the active editorship of the paper. The shape of the paper was changed to conform to the best newspaper ideals, and in its contents many improvements were adopted, looking to increased value at every point.

It is a satisfaction to know that, although these changes were made at a time of universal depression, in which newspaper properties, as a rule, have had their full share of discouragement, *The Evangelist* has made substantial progress in circulation, advertising support and influence. It was only the other day that the London *Times* spoke of it as "the leading newspaper in the Presbyterian denomination in the United States," and this unqualified praise by admittedly the first newspaper authority in the world is well merited. Certainly, if a great history and a strong and progressive prosperity deserve that encomium, it is by right due to *The Evangelist*, and we congratulate the veteran editor, who enters his fortieth year of continuous hard work under such auspicious conditions.

—♦♦—
THERE will be no position advertisements in the ideal paper.—*Melville E. Stone.*

—♦♦—
THE LEADING LADY.



To readers of American newspapers in 1894, no picture is so familiar as this portrait of a lady. She beats the Shoe man and Mrs. Pinkham.

RHODE ISLAND.

The short essays on how to advertise in a State, now appearing weekly in *PRINTERS' INK*, will eventually be published in book form. Populations are from the census of 1890, and all newspaper facts and statistics are based upon the American Newspaper Directory for 1894.

Population, 345,506. Issues 70 newspapers—16 daily. Area, 1,085 square miles. Inhabitants to the square mile, 276.4.

The cities having more than 10,000 population are:

Providence.....	132,146
Pawtucket.....	27,633
Woonsocket.....	20,830
Lincoln.....	20,355
Newport.....	19,457
Warwick.....	17,761

The following is a complete list of Rhode Island papers accorded over 1,000 circulation.

Circulations to which the asterisk is attached may be relied upon absolutely.

DAILY.	
Providence..Evening Bulletin.....	26,200*
Evening Telegram.....	17,500
Journal.....	7,500
Pawtucket...Evening Times.....	7,500
Woonsocket..Call.....	4,495*
Providence...News.....	4,000
Woonsocket..Eve. Reporter.....	4,000
Westerly....Tribune.....	3,500*
Newport....News.....	3,435*
Pawtucket...Tribune.....	2,250
Newport....Observer.....	1,600*
Herald.....	1,200*

WEEKLY.	
Providence..Sunday Telegram.....	17,500
R. I. Democrat.....	7,500*
Sunday Dispatch.....	4,000
Sunday Journal.....	7,500
Pomona Herald.....	3,800*
Rhode Islander.....	3,000*
Phoenix....Gleaner.....	3,000*
Pawtucket...Le Jean Baptist.....	2,250
Providence..Manufacturing Jeweler.....	2,250
Woonsocket..Patriot.....	2,250
Providence..Real Estate Register...	1,780*
Arctic.....Times.....	1,500*
Pascoag....Herald.....	1,200*

MONTHLY.	
Providence..Home Guard.....	40,000
R. I. Med. Sci. Mo.....	2,800*
Association Notes.....	2,000*

Rhode Island is the most densely populated State in the Union. Manufactures constitute its leading industries. Providence alone has over 1,900 factories and gives work to over 40,000 operatives.

—♦♦—
IT PAID THE BURGLAR.

We never knew of but one case in which advertising did not pay. It occurred in Chicago. A burglar overlooked eighty dollars in a bureau drawer, and the paper so announced. He returned the next night and not only secured it, but a suit of clothes besides.—*Clothier and Furnisher.*

SOUTH CAROLINA.

The short essays on how to advertise in a State, now appearing weekly in PRINTERS' INK, will eventually be published in book form. Populations are from the census of 1890, and all newspaper facts and statistics are based upon the American Newspaper Directory for 1894.

Population—White, 462,008; Colored, 689,141. Total, 1,151,149. Issues 125 newspapers—8 daily. Area 30,170 square miles. Inhabitants to the square mile, 37.67.

The cities and towns having more than 5,000 population are:

Charleston.....	54,955
Columbia.....	15,353
Greenville.....	8,607
Spartanburg.....	5,544

The following is a complete list of South Carolina papers accorded over 1,000 circulation.

Circulations to which the asterisk is attached may be relied upon absolutely.

DAILY.

Charleston....News and Courier.....	4,000
Sun.....	2,250
Columbia....Register.....	1,430*

WEEKLY.

Columbia....Register.....	6,694*
Greenville....Baptist Courier.....	4,500*
Charleston....News and Courier.....	4,000
Sunday ".....	4,000
Columbia....So. Christian Advocate.....	4,000
Due West....Asso. Ref. Pre-byterian.....	2,480*
Columbia....Cotton Plant.....	2,250
Way of Faith.....	2,250
Anderson....Intelligencer.....	1,940*
Orangeburgh....Times and Democrat.....	1,900*
Anderson....Peoples' Advocate.....	1,834*
Clinton....Southern Presbyterian.....	1,640*
Greenville....Mountaineer.....	1,128*
Lancaster....Enterprise.....	1,100*
Camden....Messenger.....	1,000*

MONTHLY.

Charleston....Seaside Thoughts.....	5,000*
So. Philatelist.....	3,500*
Clinton....Our Monthly.....	1,200*
Greenwood....Palmetto Teacher.....	1,000*

The State is chiefly agricultural. The manufacture of cotton goods is now receiving attention. Commerce centers at Charleston. Rice, cotton, phosphates and lumber are the principal exports.

A DECIDED BENEFIT.

WILEY—Did that last bottle do Parker good?
Graham—Yes; it cured him of the patent medicine habit.—*Puck*.

ADVERTISE regularly in the trade newspaper which contains the most information concerning the business that you are engaged in. That is the paper that is read, and if your advertisement is in it, it will be read, too.—*Cordage Trade Journal*.

ADVERTISEMENTS printed on fans are now in order. The fan advertisement takes the palm.—*Ex*.

AN ADVERTISING ADVENTURE.

My soul was stirred to see the sights
Which stud our beauteous world;
So, armed with checks for traveling rights,
With bills of money furled,
I started off, my thirst to slake,
And sailed far out to sea.
But on a rock, where waves o'erbreak,
I read: "Drink Garfield Tea."

I landed at the furthest point
Which stretched from that bleak rock,
But on the wharf confronting me
I had another shock.
It made my hair start upward;
I read, through nervous chills,
The words which greet earth's thousands:
"Take Carter's Liver Pills."

I called unto a hackman
To drive me far away;
"Oh drive, oh drive me back, man,
Where Nature holds her sway."
He stared at me a minute—
I tumbled in, to read
The moment I was in it:
"Smoke none but Durham's Weed."

I rode as in a stupor,
While hours fled away,
Until, the motion ceasing,
I tumbled out to say:
"Begone, oh man, and leave me
In these deep woods to dream."
A p'card swung before me:
"Recamier's is the Cream."

I wandered, wandered, wandered,
Until I found a cave,
Whose blacky darkness told me
I needed to be brave.
"Ah! here," I cried, "most surely
No man hath dared to tread."
I started—o'er its doorway
Was carved: "Eat Pepton-Bread."

Within—within I darted—
Its dampness chilled me through;
No ray of light had entered
The blacky darkness through.
I calmed my nerves excited,
And slowly struck a match,
To read, with all hope blighted:
"The Duplex Hook will catch."

I laid me down and fainted,
And when I did "come to"
Upon my brain was painted,
In mystic black and blue:
"Can one man's love of Nature
Stand out against an art
Which feeds the love of millions
Whose money is their heart?"

I went back to the city,
A sadder, badder man,
And there, without a pity
For any artist's plan,
I dyed my hair half pea-green
And half the blue called "sky,"
And labeled I am daily seen:
"Use none but Diamond Dye."

—ALICE CRARY.

EXPOSITION LITHOGRAPHS.

The Toledo Exposition Co. is doing some unique advertising this year. They have signed a contract with A. Wensinger, at a salary of \$50 per week, to post hand-painted lithographs about the country. The pure white paper is pasted on the boards and then the printing and pictures are painted on by hand.—*Toledo News*.

PERTINENTLY AND IMPERTINENTLY PERSONAL.

By Wm. Kobn.

By a "personal" advertisement, I do not mean the "Come back, John; all will be forgiven" of the "Agony" columns of our dailies, but the displayed ad, addressing each reader individually, appealing to some want or supposed want, or asking a direct personal question. "Do you wear pants?" is a fair illustration of the kind of ad meant.

These advertisements may be divided into two general classes, the pertinent and the impertinent. Examples of both kinds will readily occur to all PRINTERS' INK readers. "See that hump?" "You press the button" and the one quoted above are perhaps the most widely known of the pertinent class, while "Don't be a clam," and "Are you a gilly?" are specimens of the impertinent.

But there are many advertisements asking personal questions, or giving individual advice, in their catchwords, that are not so readily classified at a glance as the examples given above, but which need to be analyzed, as it were, before they can be assigned to either the one or the other class.

The examination ought to be made by the advertiser himself, before the ad is published, and if there is the slightest doubt about the propriety of the catchword it should be killed, no matter how clever or smart it may be. About a year ago a bath-tub concern advertised in one of the magazines, "Do you bathe?" etc. No doubt, they saw the impertinence of the question after receiving their marked copy of the magazine. But it was then too late to change it, and, very likely, that ad did them more harm than a dozen good ads could rectify. In the following number of the same magazine, the ad was changed to "How would you like to bathe in a porcelain dish like your wife's canary?" or something like that. The first catch-line was conspicuously bad, while the other was particularly good.

In turning over the advertising pages of our prominent magazines, we see scores of impertinently personal ads and very few pertinent ones. "Can you read?" "You are blind," and dozens of others as bad or worse, stare you in the face. Now, it is possible to construct just as good catch lines

as these which do not offend the personal dignity or vanity of the reader. For instance, "Do you shave?" would be perfectly legitimate, as most people do not shave; "Have you seen?" "Are you going?" etc., are all right.

Anything which will offend the dignity or vanity of the reader will arouse his antagonism, and he will not be likely to answer the advertisement of that particular advertiser.

Another great subdivision of the "Impertinently Personal" class is the "Don't" ad. "Don't be always don'ting," is good advice to parents and teachers in the training of children. "Never say don't" is good advice to advertisers. Never tell people what *not* to do. Recently, a New York publisher advertised a treatise on bookkeeping, but he committed the blunder of advising the reader not to do a certain thing. His ad read: "Don't go to school to learn bookkeeping, when you can learn at home," etc. No doubt he was very much surprised to find the ad a dead loss. If instead of giving uncalled-for advice what not to do, he had pointed out the importance of knowing something about keeping accounts, and had then asserted that it was not necessary for people to go to school to learn bookkeeping, but that \$3 invested in his book would give the reader a fair knowledge of the subject, the result might have been different. There are quite a number of people advertising "lessons in shorthand by mail," but I have never noticed a single advertisement which claimed that lessons by mail were just as good or better than instruction in a school or college.

Suppose a certain Sunday school periodical is considered by a good many the best paper of its class in existence; it strikes me that it would be very unwise for the publishers of that paper to advertise that no one could teach a Sunday school class properly without its aid. That very assertion would arouse the antagonism of many, and they would continue trying to teach their classes without the help of a paper thus offensively offered to them.

A circular offering a line of books as "premiums" is now before me. This circular says, "Likely you are now giving the matter of premiums your attention." This copy of the circular happened to be addressed to a paper that is opposed to the "pre-

mum" idea on principle, and the "likely" sounded very much like an impertinence, whereas "perhaps" would convey the same idea just as forcibly, and would certainly not be offensive to any one.

No doubt, impertinently personal ads *do* pay occasionally. It may be that most people are not as sensitive as I am upon this point, but an advertiser using this class of ads certainly runs the risk of offending some would-be customers and thus losing a part of the effectiveness of his ads—just what percentage this loss would amount to, I must leave to the "experts" and "doctors" and "attorneys" and "ad smiths" and all the other "makers of publicity."

The subject is an important one, and, while it has been hinted at to some extent in the columns of PRINTERS' INK, it has never had exhaustive treatment, and this article may act as a sort of preface to further discussion by more competent judges.

SAYINGS OF M. S. CRAWFORD.

Advertising makes your name known to distant people, and, although they may not afterward remember just what you then advertised, yet when they come your way they will recognize the name over your store as a familiar one. Though there be a dozen places in your line of business around and about you, they will instinctively enter yours first, for they will feel that they are not going into a strange place.

In a measure the constant appearance in the daily papers of a man's name and business is an assurance of reliability and is, consciously or unconsciously, in the mind of the reader a guarantee of good repute.

If you write your own advertisements and lose confidence in yourself, you had better employ some one who makes advertising his special business, first acquainting yourself with the needful qualities such a person should possess. The art demands more than mere facility in writing. Your true advertiser, like the poet, is born, not made, and, like the poet, he needs great experience to fit him for his profession.

As the most important feature of advertising is its truthfulness, it is absolutely necessary for the writer to know the merchant's stock and its history, for stocks have histories embodying their cost, their desirability and their present value. He who knows these points can make his advertisements doubly valuable; he can talk intelligently of that with which he is familiar. He knows how to speak of those things for which people are looking.

Each store and each season has its own peculiar class of trade, and the advertisements must be couched to fit. The kind of advertisement which would prove a success for one store might not do at all for another, even though in the same line of business, and perhaps located right next door. The capacity for knowing his audience must be innate in the writer; so must the business sense,

CONSULT YOUR ADVERTISER.

Too much emphasis cannot be placed on the good policy of consulting with your advertisers on advertising in general.

If you are an experienced publisher and have done your duty, you have studied candidly the subject of advertising from a broad view; you can, possibly, modestly and properly, give your advertiser some good pointers on how to advertise his goods.

Don't try to convince him that all mediums but your own are of doubtful value, as he takes it for granted you are prejudiced on that point.

Suggest that the entire class he wishes to reach cannot be reached through any one paper, as some very good people never look at an ad anyway, especially in a newspaper.

Tell your man candidly that a certain amount of circular advertising, postal cards, and other schemes are good to help along; suggest how such methods can best be used in his line.

If you think his ad in your paper is not written or displayed to do him the most possible good, cautiously suggest changes. Of course, there are cranks who know it all and whom Solomon himself could not advise—let them have it their way.—*Trade Press.*

"TAKE IT OUT IN TRADE."

I was once the proud owner and perpetrator of a great cosmopolitan weekly—the *Lampas Dispatch*—and like every other young and ambitious editor plunged into the journalistic maelstrom with more confidence than brains, and less money than either. My salutary was a bouquet of rich and rare exotics, plucked from fields of fancy and interspersed with bright and witty little bon mots, worth about sixty cents per mot.

Many moons have waxed and waned since I penned that glowing literary gem and sent it flying to my 27 paying subscribers and 1,173 dead heads, but I must say that I am not so proud of it as I once was.

My first resolution was to print a paper that would please the great throbbing public—not a portion of the people, but all of them. I soon discovered that I had a government contract on hand. The second issue I printed contained an editorial entitled, "Did John the Baptist baptize by Immersion?" and every Methodist subscriber dropped his paper. The next week I wrote an able leader headed, "Campmeetings the Safe Guard of our Country," and the Baptists stopped their papers, but the Methodists all called around and renewed their subscriptions. I had considerable trouble with all the religious denominations, but managed to keep the full membership of some one of the local churches on my books.

My next trouble arose with the advertisers, and desiring to live at peace with God and all mankind, I agreed to "trade out" every advertisement in the paper.

Before the first twelve months were out my advertising "orders" were used like street car tickets at all the stores, and were quoted according to their market value.

At last the patent medicine man came along, and I secured 1,000 "Editorial Puff" cigars and twelve dozen quarts of "Tulu Rock and Rye." These cigars were natural curiosities. I held an autopsy over one and found nearly every ingredient known to the scientific world underneath its Early York wrapper. My foreman, Mr. Sam Doty, drank a bottle of the Rock and Rye on the ninth day of August, and was too drunk to assist in getting out a Christmas edition.

I next secured, through N. W. Ayer & Son, a big ad for the "Cayote Sheep Dip," warranted to cure all the ills that sheep are heir to, from "scab" to "hollow horn." In payment I received fifty gallons of said Dip, which I tried to work off on the Western Newspaper Union, at Dallas, and the printers, but it wouldn't work. I gave a sheep man five gallons to try it, and in a few days received the following note:

Mr. K. Lamity:

SIR—I like practical jokers, but you please me too well. I considered you my friend, and when you gave me five gallons of "Cayote Sheep Dip" I thought you a gentleman. I have now torn the mask from your Mardi Gras face, and know your true character. Relying on your word, I prepared a vat of your so-called "Cayote Sheep Dip," in which to dip some fine Merino sheep. The first sheep that was thrown in sink to rise no more, while the second one made it out on the other side, leaving his whole fleece floating on the treacherous concoction, and fled across the field as naked as a new-born babe. I will see you later. SNAP BEAN.

Thus it will be seen that trouble flowed in thick and fast, and in a moment of desperation I fled eastward, hoping and trusting, like Noah's dove, to find a soft spot on which to rest my weary hoof. But alas! how vain are all human expectations. I started out soliciting advertisements, and the first man I tackled said:

"Well, I don't mind, if you'll take it out in trade."

He was a tombstone dealer, and I turned and fled from the spot.—*Tyler (Tex.) Harpoon.*

COULDN'T APPRECIATE A JOKE.

First Printer—How did you lose your job?
Second Printer—I made some queer mistakes in setting up a leading editorial. Why, sir, they were so funny they started the whole town to laughing. Yes, sir. I never saw people so amused. And yet the editor got mad and bounced me. Yes, sir. That just shows how genius is handicapped. No matter how much you please the public you will get fired if you don't please the little fraction who happens to be the editor.—*Press and Printer.*

BUT HE DIED.

"THE GLOBE."

BOSTON, July 21, 1894. }

Editor of PRINTERS' INK:

The *Globe* reprinted an article from PRINTERS' INK which brought in a letter from one of our readers, a copy of which I inclose.

Yours sincerely,

CHAS. H. TAYLOR, JR.
Business Manager.

FRANKLIN, N. H., July 19, 1894.

Editor Globe:

I read in the *Globe* of July 13th an article on "How Not to Advertise," from PRINTERS' INK, of an advertisement of a country store that ran for years without change, and of another in a paper in Pennsylvania that was not changed for two years. Well, now for my story. When the *Merrimack Journal* was begun in Franklin, N. H., in 1872, Walter Aiken was in the hosiery business in Franklin, and he put an advertisement in that paper that was printed every week without the change of a word until Mr. Aiken's death in the winter of 1893.

WM. T. MOWE,

CAN'T COBWEB 'EM.

Editor of PRINTERS' INK:

I'm a country person, therefore I know that country people are not caught in "cobweb" advertisements as easily as a great many city advertisers think they are. Country people have brains, and they have taken to using them more and more. MARKSH TAYLOR.

LIABLE OR LIKELY?

Office of "THE ROLLER MILL."

BUFFALO, N. Y., July 19, 1894. }

Editor of PRINTERS' INK:

With regard to the word "liable," mentioned in your editorial columns of the 18th inst., I believe all the standard authorities agree in assigning to it the meaning of a tendency, inclination or likelihood toward that which is unfavorable or undesirable; a sense with which the quotations you cite are in full accord. Thus your "liable to be seen" would be correct were concealment the object, but not otherwise.

If I may say so, I think your correspondent's objection to "gotten" is itself bordering on the priggish. "Gotten" is a curious American survival of a form essentially archaic. Its use to-day among the best writers is rare, outside of poetry, but it hardly deserves to be called an "abomination."

C. S. PARKE.

SCRANTON, Pa., July 20, 1894.

Editor of PRINTERS' INK:

Since we are both in the advertising line, will tell you something that is new to me, and may be so to you; anyway, here it is: A company has been incorporated from our city, whose purpose is advertising, and whose plan of operations is to buy up the ceilings of barber shops directly over the chairs, and here place a large frame of attractive make containing cards. Good scheme. They promise something still more startling. Now the concern is going to buy all the barber shops in the country.

JOHN M. WAGNER.

THE CANCEROUS FANGS.

Editor of PRINTERS' INK:

At least ten millions a year are spent annually by soap manufacturers throughout America in advertising matter. Soap is a necessity—no more so than sugar. If a hundred dollars are spent in one year advertising sugar, the writer is not aware of it.

And yet, were there not trusts and monopolists in sugar—were the different refiners compelled to advertise like all other commodities—what a harvest would be reaped by the press and printers generally?

Since the coal oil trust has absorbed almost all large oil dealers we never see Pratt's Astral Oil—West's Aladdin Oil—Red C Oil—Our Home Safety Oil advertised, and a host of others, from which the press generally derived enormous benefit.

To-day we see less typewriter advertisements than formerly, because a trust controls the Smith Premier, Remington and a host of other makes. Their saving in advertising is enormous.

As trusts are formed, the first great saving is made in dropping advertisements. This ought to afford food for thought among editors, and a more vigorous effort be made to rout their cancerous fangs from our midst, for indeed the press is apparently the greatest loser.

JAMES F. ARMSTRONG,
519 W. Baltimore St.,
Baltimore, Md.

FANCY IT!

SOUTH YARMOUTH, Mass., July 23rd, 1894.
Editor of PRINTERS' INK:

Your little paper is a most welcome visitor and is one of the few in which I never "skip a line."

Here is a sign prominently displayed at one time in a neighboring village:

"Best Oolong Tea, 60 cents a pound,"
Fancy " " " " " " " " " " " "

R. D. FARRIS' SON.

WINDOW ADVERTISING.

BERT M. MOSES, Business Writer.

P. O. Box 283.

BROOKLYN, N. Y., July 23rd, 1894.

Editor of PRINTERS' INK:

A great deal can be accomplished by show-window advertising. The placards should be written and have the appearance of being hastily prepared. This excites the curiosity of passers-by. Like newspaper advertising, the matter should be changed "every insertion" to bring the best results. The article advertised must (also like a newspaper ad) have a conspicuous position. One card in a window is enough. Too many divide attention, while a single one concentrates it. A man in Massachusetts asked me to help him create a demand for a shoe that he said was particularly easy on the feet. He had tried the newspapers, getting unsatisfactory results, and wanted to adopt some other method. I suggested the above plan, and wrote several placards for him, something in this vein:

Away Back
In Bible Times

the people wore sandals, but they are out of style now. Here is a shoe, though, that is nearly as easy on the feet as sandals, and it looks ever so much better. The price is \$3. That isn't too much to pay for a comfortable shoe.

The display lines were large enough to be read at a glance, but the person passing generally might be expected to stop and read the smaller lines. I simply advised attaching the card to a pair of shoes and giving them a prominent place, but the dealer shrewdly took everything else out of his window except one solitary pair of footwear bearing the placard. Of course, everybody who passed attached great importance to the shoes standing there alone, and stopped to read. The dealer now writes that his sales of that particular shoe have more than doubled, and he attributes the increase to the window cards. The idea can be carried out in any business.

BERT M. MOSES.

WATCH THE COLUMNS.

"NEW ENGLAND FARMER,"

BOSTON, Mass., July 21, 1894.

Editor of PRINTERS' INK:

Replying to a correspondent in your issue of June 27, I would say that the advertising of Scott's Emulsion in my columns, to which he alluded, was the finishing up of an old contract from the Bates Advertising Agency. Since the expiration of that contract the advertising has not appeared in our columns.

Yours truly,

GEO. M. WHITAKER.

Classified Advertisements.

Advertisements under this head, two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

USE the Persian Corn Cure.

GOOD HOUSEKEEPING. Ads.

GOOD HOUSEKEEPING. Ads.

THE SOUTHERN MAGAZINE gets Southern business.

THE ST. NICHOLAS MAGAZINE wants your attention, and deserves it.

USED Columbian postage stamps are bought by E. T. PARKER, Bethlehem, Pa.

SITUATION as foreman of composing room. 25 yrs. experience. "P." 11 E. 8th St., Erie, Pa.

WANTED—Position as ed. mgr. by educated man of experience. "H. B.," Printers' Ink.

ALL values Columbian stamps (except 5c.) wanted. CRITTENDEN & BORGMAN CO., Detroit.

ILLUSTR'D features for newspapers and advts. HARPER ILLUSTRATING SYN., Columbus, O.

AGENTS wanted. Samples and terms free. Send 6c. postage. SWANK MFG. CO., Fremont, O.

NEW borders for effective advertising display. E. L. SMITH, 180 Washington St., Boston, Mass.

WILL give 25c. each for first two copies received of PRINTERS' INK, date Jan. 3, 1894. Box 512, Springfield, O.

MANUFACTURERS of articles suitable for window display will please address JACOBS' PHARMACY, Atlanta, Ga.

I WANT to correspond with liberal advertisers who need a good advertising man. JAMAIS ARRIERE, care Printers' Ink.

WANTED—Orders, at 10 cents a line, for a weekly family paper; 50,000 circ. proved. O. L. MOSES, 132 Nassau St., N. Y.

WANTED—A man who can sell as good a news ink for 30 cts. a pound as I can for 4 cts. WM. JOHNSTON, 10 Spruce St., N. Y. City.

ADV. agents everywhere to handle the Magic Vest Puzzle. Is small, novel and can print any ad on. Write for sample. MAX GESSLER, Milwaukee, Wis.

MORE newspaper men to know the saving of time, labor and money caused by the preparation of copy on the Remington Typewriter. 327 Broadway, New York.

"SMALL TALK ABOUT BUSINESS!"

"SMALL TALK ABOUT BUSINESS" guides you to financial safety. Paper 40c., cloth 75c. Our catchy booklet tells about it and mailed free. FREMONT PUBLISHING CO., Fremont, O.

AN elegant embossed cover on a catalogue insures it from the waste basket. It is our business to design and execute. Write for estimates. GRIFFITH, AXTELL & CADY CO., Holyoke, Mass.

WANTED—An experienced man in all cities in the United States, to solicit advertising for complete list of daily and weekly papers published in the Republic of Mexico. References required. Liberal commission. BERRIOZABAL, ORTIZ & CO., 430 Medinah Bldg., Chicago, Ill.

WE WANT EDITORS to send us addresses of parties in their towns who contemplate putting in new boilers—marine, stationary or portable. Will give five per cent commission on every sale resulting from such information. THOS. C. BEST & CO., 799 N. Ashland Av., Chicago.

RELIABLE correspondents wanted at every R. county seat where we are not now represented. Men connected with local press preferred. Send references and stamped envelope for particulars. Only wide-awake hustlers need apply. ASSOCIATED TRADE & INDUSTRIAL PRESS, 918 F St., Washington, D. C.

FURNITURE, carpets, shoes, dry goods, sporting goods, jewelry, real estate, hats, furnishings, clothing, hardware, groceries, optical goods, pianos, stationery, wall paper, drugs, paints, flowers, in fact, almost all lines we can help you sell—and the help costs but a trifle. HARPER ILLUSTRATING SYNDICATE, Columbus, Ohio.

POSITION WANTED—By George H. Pierce, Portland, Me., as clerk or cashier in an advertising agency or newspaper office, or as advertising manager or assistant for a firm doing direct advertising. Experience: Ten years as cashier for Geo. F. Rowell & Co., seventeen years as manager advertising department of George Hinson & Co. (E. C. Allen), Portland, Me.

WANTED—A bright, active young man, experienced in the successful advertising and introduction of proprietary medicines. One willing to demonstrate his ability under a trial engagement at a low salary will learn of a promising opening by addressing "PROPRIETARY," Box 2646, Boston, Mass. To receive attention applicants must give experience, references and name lowest salary for a trial. A successful worker—not a "manager"—is what is wanted.

CORRESPONDENTS WANTED—Everywhere! Bright, young newspaper men run across paragraphs and news items daily that are exactly in "PRINTERS' INK's" line. If they must be of interest to advertisers. All such items are welcomed. Send along a sample item, and your name shall be placed on our mail list, so that you may receive the paper regularly and learn how to lend effective aid toward making it better. Address all communications to "PRINTERS' INK," New York.

NOTICE TO ADVERTISERS—No matter where you are advertising, or how much space you use, you save money by using my oddly and handsomely designed and engraved plates for top and bottom of your ad. They separate your ad from the rest and make it the most prominent on the entire page. For top plate name of business and for bottom plate name and address, or as you suggest. I get up designs and furnish plates for \$5.00—cash with the order. Your satisfaction absolutely guaranteed or money returned. Send cash and I'll get up sketches to suit. W. MOSELEY, Box K, 466, Elgin, Ill.

TO ADVERTISEMENT WRITERS:

We want a series of six letters written. These letters are to go to hotels, club houses, restaurants and all sorts of institutions, and are to introduce to their notice a machine for doing certain work in such places. If the first letter brings the results looked for, well and good; if not, then the second letter is sent, and so on. Those who think they can serve us advantageously are invited to send for a circular that will contain information upon which the matter to be prepared can be based. The letters are to contain not less than 150 nor more than 250 words. Letters to be submitted in series of six, and for the series selected as the best we will pay \$25.00 and for any others that may be accepted will pay \$5.00 per set of six. This offer stands good till September 1, 1894. All letters must be type written. For further information address

THE THOMPSON-LOW MFG. CO.,
19 West 43d St., New York, N. Y.

SPECIAL WRITING.

SOME of the best dailies and weeklies use my "confidential" "ed. copy." It pays. G. T. HAMMOND, Newport, R. I.

STREET CAR ADVERTISING.

JOHNSON'S figures are never beaten.

A. J. JOHNSON, 261 Broadway, New York City.

FOR "full-time" service ask Dodd of Boston.

WRITE TO FERREE, First National Bank Bldg., Hoboken, N. J.

FOR street car advertising in New England address M. WINEBURGH, Times Bldg., N. Y.

FOR Street Car Advertising, everywhere GEO. W. LEWIS CO., Girard Bldg., Phila., Pa.

BIG inducements for advertising on the elevated railways New York, Brooklyn and street cars everywhere. Rates and original sketches free. COHN BROS., Temple Court, N. Y.

PREMIUMS.

PREMIUM users, write to KUHN & CO., Mo-line, Ill.

SUBSCRIPTION premium users, write to D. T. MALLETT, Pub., 78 Reade St., New York.

OUR catalogue has the best premiums. HOME BOOK COMPANY, 143 Worth St., New York.

SEWING machines half price to publishers. Lists free. AM. MACHINE CO., Chicago, Ill.

ST. NICHOLAS celebrates his twenty-first birthday so successfully that the first edition of the November number is all sold.

ROOT'S Home Repairing Outfit. Best premium ever offered in exchange for advertising. ROOT BROTHERS, Medina, O.

PREMIUMS—Sewing machines are the best. Will increase your circulation. FAVORITE MFG. CO., 349 Wabash Ave., Chicago, Ill.

TO LET.

ADVERTISING space in ST. NICHOLAS.

GOOD HOUSEKEEPING. Space. H. P. HUBBARD, Mgr., 38 Times Bldg., N. Y.

GOOD HOUSEKEEPING. Space. H. P. HUBBARD, Mgr., 38 Times Bldg., N. Y.

TO LET—Front office in building No. 16 Spruce Street. Large and well lighted; steam heat; electric light; size about 25x40. Can be subdivided into several offices. Rent, \$50 a month. For further particulars address GEO. F. ROWELL & CO.

ADVERTISING AGENCIES.

TRY DODD.

DODD is safe.

DODD of Boston.

DODD is the man.

ALL endorse ST. NICHOLAS.

AGENCIES know GOOD HOUSEKEEPING.

AGENCIES know GOOD HOUSEKEEPING.

ADVERTISERS like Dodd, because Dodd has experience.

GEO. S. KRANTZ, special advertising agent for N. Y. dailies. 109 W. 14th St., N. Y.

ADVERTISING. City and country papers. See GEO. W. PLACE, 52 Broadway, N. Y.

CHAS. K. HAMMITT, Advertising, 231 Broadway, N. Y., will serve you effectively, economically.

100 LEADING dailies, circ. 5,000,000; \$2 rate. FLETCHER ADV. AGENCY, Cleveland, O.

If you wish to advertise anything anywhere at any time, write to the GEO. F. ROWELL ADVERTISING CO., 10 Spruce St., New York.

HICKS' Newspaper Advertising Agency. WILLIAM HICKS, proprietor. 132 Nassau St., New York.

CHARLES H. FULLER'S NEWSPAPER ADV. AGENCY, 119-114 Dearborn St., Chicago, Ill., Temple Court, New York. Established 1880. Estimates cheerfully furnished.

THE INTER-STATE ADVERTISING AGENCY, Kansas City, Mo., offers general advertisers a good service on reasonable terms for Western publications. We prove our work. If you wish to enter this field, write to us.

ELECTROTYPES.

AFTER you have received prices from every one else write me, telling just what you desire, and see how much money I will save you. E. T. KEYSER, 15 Beckman St., N. Y.

GET manufacturers' prices, wood or metal. Our patent metal base is the best on the market. Large facilities; superior work. WM. T. BARNUM & CO., New Haven, Conn.

THE best ad can be spoiled by a poor printer. We display ads so they will catch the eye, and also furnish electros. Address WM. JOHNSTON, Printers' Ink Press, 10 Spruce St., N. Y.

CELLYTYPE is preferred by advertisers because it is 10 per cent cheaper than other wood or metal base cuts; it is so light for mailing purposes you save the cost of cut. Prints on wood as well as a special cut die. Cellotypes and cellytype machinery manufactured by the J. F. W. DORMAN CO., Baltimore, Md., U. S. A.

ADVERTISEMENT CONSTRUCTORS.

ST. NICHOLAS.

DODD of Boston builds ads that build trade.

UPTO-DATE ads. They'll please you. DU-FORT, N. Elm St., Westfield, Mass.

ADS with plth and point constructed. R. L. CURRAN, 111 W. 34th St., New York.

EFFECTIVE advertising matter prepared. JED SCARBORO, Station W, Brooklyn.

SAMPLE ad, 25 cents in stamps. M. BOARDMAN, 2454 Frankford Ave., Philadelphia.

WE have turned out more ads and better ones than any other house in the business. WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

"BOOK of Ideas for Advertisers." 50 illustrations. 70 styles of ready-made ads. Table of type. Hundreds of valuable suggestions. 100 pages. Only 25 cents, postpaid. D. T. MALLETT, publisher, 78 Reade St., N. Y.

NEW ROOST—New office, desk, chairs, waste paper basket—and a lot of other things. Writing ads still. Run in, I'm near the City Hall. Want 5,000 books about your business? Cost \$75, complete. W. W. BRETT, 261 Broadway, Room 15, New York City.

"ADS that sell goods."

CHARLES AUSTIN BATES,
VANDERBILT BLDG.,
NEW YORK.

HOME-MADE ads are often like home-made clothes—they don't fit. My business is to write advertising matter that fits. I try to be more than careful, more than painstaking in my work. I give small orders just as much thought as big ones. I believe I can help any man increase his business. BERT M. MOSES, Box 283, Brooklyn, N. Y.

I WILL write 13 ads (a 3 months' service of weekly changes) for any retail business, and supply an outline cut for each ad, for \$30. This applies only to the regular retail lines, and I reserve the right to decline any order. Send particulars of business, copies of old ads and suggestions, if you have any to make. CHARLES AUSTIN BATES, Vanderbilt Bldg., New York.

SINCE the first of July I have prepared advertising matter for a dyspepsia cure, cod liver oil, dry goods, dyeing, silver polish, buggy building, varnish, numbering machines, candy, stationery, cigars, tobacco cure, fig syrup, men's clothing, silk waists, poultry and a pile remedy. Who said hard times? "Business Bullets" for a 2c. stamp. JED SCARBORO, Box 63, Station W, Brooklyn.

I HAVE just had 13 cuts made for a jewelry house in West Virginia. I am allowed to sell duplicates to jewelers in other States. I will write 13 ads to order to fit the cuts and the business and supply cuts and all for \$20. I will sell the 13 cuts and duplicates of these West Virginia ads (which are of a general character and will fit any store) for \$13. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y.

"ADVERTISING FOR RETAILERS." That is the title of a 64-page book just published. It contains the best that I know about retail advertising. The result of an actual experience of nearly ten years. The price is 25 cents a copy (silver, postal note or stamps), and if anybody regrets the quarter after reading one chapter of the book he may have his money back in instant. CHARLES AUSTIN BATES, Vanderbilt Bldg., New York.

THE largest concern of its kind in the world wrote to me on July 10. The writer said: "The three advertisements are especially good. We are very glad to have them, as they afford variety and present the talking points in new and attractive form. We are always glad to receive ideas and to utilize the brains of others—and to pay for them. Hereafter, whenever a good advertisement suggests itself to you, send it to us with your bill. Don't wait for an order—we are always in need of good things" If anybody else is "in need of good things" let him write to me for samples, prices, etc. I write and illustrate advertisements, circulars, booklets, catalogues. CHARLES AUSTIN BATES, Vanderbilt Bldg.

ILLUSTRATORS AND ILLUSTRATIONS.
ST. NICHOLAS.

DODD of Boston illustrates ads and draws-trade.

FOR magazine illustrations, H. SENIOR & CO., 10 Spruce St., N. Y.

SOLID TYPE talks in GOOD HOUSEKEEPING. Illustrated ads show excellent.

SOLID TYPE talks in GOOD HOUSEKEEPING. Illustrated ads show excellent.

DRAWINGS and designs for advertising and illustration. E. LUTZ, East Andover, N. H.

BILLPOSTING AND DISTRIBUTING.

R. H. JOHNSTON, advertising distributor. 1831 Franklin Ave., St. Louis, Mo.

ADDRESSES AND ADDRESSING.

ST. NICHOLAS.

SEND \$1 for reliable list of dealers in any line in Mexico and South American countries. ASSOCIATED TRADE & INDUSTRIAL PRESS, Washington, D. C.

PERSONS who have facilities for bringing advertisers and consumers into contact through lists of names and addresses may announce them in 4 lines, under this head once for one dollar. Cash with order.

LETTERS bought, sold or rented. Valuable lines of fresh letters always in stock for rental. Write for lists and prices. Medical letters a specialty. A. LEFFINGWELL & CO., 112 Dearborn St., Chicago, Ill.

ADVERTISING NOVELTIES.

DODD of Boston is ahead, but that's no novelty.

ADVERTISING rates invariable in ST. NICHOLAS.

SEWING machines will boom your circulation. Write for particulars and prices. FAVORITE MFG. CO., 342 Wabash Ave., Chicago, Ill.

CLOCKS—All kinds, from the humble alarm to the stately "Grandfather." Special designs made to order. H. D. PHELPS, Ansonia, Conn.

TIME saver, the latest copyrighted advertising novelty. Exclusive right in a city to first corner. Samples, 2c. Permanent. LONDON PTG. CO., Columbus, Ohio.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

NEWSPAPER INSURANCE.

INSURE present and future business by using ST. NICHOLAS.

FURNITURE, carpets, shoes, dry goods, sporting goods, jewelry, real estate, hats, furnishings, clothing, hardware, groceries, optical goods, pianos, stationery, wall paper, drugs, paints, flowers, in fact, almost all lines we can help you sell—and the help costs but a trifle. **HARPER ILLUSTRATING SYNDICATE**, Columbus, Ohio.

POSITION WANTED—By George H. Pierce, Portland, Me., as clerk or cashier in an advertising agency or newspaper office, or as advertising manager or assistant for a firm doing direct advertising. Experience: Ten years as cashier for Geo. F. Rowell & Co., seventeen years as manager advertising department of George Hinson & Co. (E. C. Allen), Portland, Me.

WANTED—A bright, active young man, experienced in the successful advertising and instruction of proprietary medicines. One willing to demonstrate his ability under a trial engagement at a low salary will learn of a promising opening by addressing "PROPRIETARY," Box 3646, Boston, Mass. To receive attention applicants must give experience, references and name lowest salary for a trial. A successful worker—not a "manager"—is what is wanted.

CORRESPONDENTS WANTED—Everywhere! Bright, young newspaper men run across paragraphs and news items daily that are exactly in **PRINTERS' INK's** line. If they must be of interest to advertisers. All such items are welcomed. Send along a sample item, and your name shall be placed on our mail list, so that you may receive the paper regularly and learn how to lend effective aid toward making it better. Address all communications to **PRINTERS' INK**, New York.

NOTICE TO ADVERTISERS—No matter where you are advertising, or how much space you use, you save money by using my oddly and handsomely designed and engraved plates for top and bottom of your ad. They separate your ad from the rest and make it the most prominent on the entire page. For top plate name of business and for bottom plate name and address, or as you suggest. I get up designs and furnish plates for \$5.00—cash with the order. Your satisfaction absolutely guaranteed or money returned. Send cash and I'll get up sketches to suit. **W. MOSELEY**, Box K, 466, Elgin, Ill.

TO ADVERTISEMENT WRITERS:

We want a series of six letters written. These letters are to go to hotels, club houses, restaurants and all sorts of institutions, and are to introduce to their notice a machine for doing certain work in such places. If the first letter brings the results looked for, well and good; if not, then the second letter is sent, and so on. Those who think they can serve us advantageously are invited to send for a circular that will contain information upon which the matter to be prepared can be based. The letters are to contain not less than 150 nor more than 200 words. Letters to be submitted in series of six, and for the series selected as the best we will pay \$25.00 and for any other that may be accepted will pay \$15.00 per set of six. This offer stands good till September 1, 1894. All letters must be type written. For further information address

THE THOMPSON-LOW MFG. CO.
19 West 43d St., New York, N. Y.

SPECIAL WRITING.

SOME of the best dailies and weeklies use my confidential "ed. copy." It pays. **G. T. HAMMOND**, Newport, R. I.

STREET CAR ADVERTISING.

JOHNSON'S figures are never beaten.

A. J. JOHNSON, 281 Broadway, New York City.

FOR "full-time" service ask Dodd of Boston.

WRITE TO FERRER, First National Bank Bldg., Hoboken, N. J.

FOR street car advertising in New England address **M. WINEBURGH**, Times Bldg., N. Y.

FOR Street Car Advertising, everywhere **GEO. W. LEWIS CO.**, Girard Bldg., Phila., Pa.

BIG inducements for advertising on the elevated railways New York, Brooklyn and street cars everywhere. Rates and original sketches free. **COHN BROS.**, Temple Court, N. Y.

PREMIUMS.

PREMIUM users, write to **KUHN & CO.**, Moline, Ill.

SUBSCRIPTION premium users, write to **D. T. MALLETT**, Pub., 78 Reade St., New York.

OUR catalogue has the best premiums. **HOME BOOK COMPANY**, 142 Worth St., New York.

SEWING machines half price to publishers. Lists free. **AM. MACHINE CO.**, Chicago, Ill.

ST. NICHOLAS celebrates his twenty-first birthday so successfully that the first edition of the November number is all sold.

ROOTS Home Repairing Outfit. Best premium ever offered in exchange for advertising. **ROOT BROTHERS**, Medina, O.

PREMIUMS—Sewing machines are the best. Will increase your circulation. **FAVORITE MFG. CO.**, 342 Wabash Ave., Chicago, Ill.

TO LET.

ADVERTISING space in **ST. NICHOLAS**.

GOOD HOUSEKEEPING. Space. **H. P. HUBBARD**, Mgr., 38 Times Bldg., N. Y.

GOOD HOUSEKEEPING. Space. **H. P. HUBBARD**, Mgr., 38 Times Bldg., N. Y.

TO LET—Front office in building No. 16 Spruce Street. Large and well lighted; steam heat; electric light; size about 25x40. Can be subdivided into several offices. Rent, \$50 a month. For further particulars address **GEO. F. ROWELL & CO.**

ADVERTISING AGENCIES.

TRY DODD.

DODD is safe.

DODD of Boston.

DODD is the man.

ALL endorse **ST. NICHOLAS**.

AGENCIES know **GOOD HOUSEKEEPING**.

AGENCIES know **GOOD HOUSEKEEPING**.

ADVERTISERS like Dodd, because Dodd has experience.

GEO. S. KRANTZ, special advertising agent for N. Y. dailies. 102 W. 14th St., N. Y.

ADVERTISING. City and country papers. See **GEO. W. PLACE**, 32 Broadway, N. Y.

CHAS. K. HAMMITT, Advertising, 23 Broadway, N. Y., will serve you effectively, economically.

100 LEADING dailies, circ. 6,000,000; 99 rate. **FLETCHER ADV. AGENCY**, Cleveland, O.

If you wish to advertise anything anywhere at any time, write to the **GEO. F. ROWELL ADVERTISING CO.**, 19 Spruce St., New York.

HICKS' Newspaper Advertising Agency. **WILLIAM HICKS**, proprietor. 132 Nassau St., New York.

CHARLES H. FULLER'S NEWSPAPER ADV. AGENCY, 112-114 Dearborn St., Chicago, Ill., Temple Court, New York. Established 1880. Estimates cheerfully furnished.

THE INTER-STATE ADVERTISING AGENCY, Kansas City, Mo., offers general advertisers a good service on reasonable terms for Western publications. We prove our work. If you wish to enter this field, write to us.

ELECTROTYPES.

AFTER you have received prices from every one else write me, telling just what you desire, and see how much money I will save you. E. T. KEYSER, 15 Beekman St., N. Y.

GET manufacturers' prices, wood or metal. Our patent metal base is the best on the market. Large facilities; superior work. WM. T. BARNUM & CO., New Haven, Conn.

THE best ad can be supplied by a poor printer. We display ads so they will catch the eye, and also furnish electros. Address WM. JOHNSTON, Printers' Ink Press, 10 Spruce St., N. Y.

CELLYTYPE is preferred by advertisers because it is 10 per cent cheaper than other wood or metal base cuts; it is so light for mailing purposes you save the cost of cut. Prints on wood as well as a special cut die. Cellytype and cellytype machinery manufactured by the J. F. W. DORMAN CO., Baltimore, Md., U. S. A.

ADVERTISEMENT CONSTRUCTORS.

ST. NICHOLAS.

DODD of Boston builds ads that build trade.

UP-TO-DATE ads. They'll please you. DU-FORT, N. Elm St., Westfield, Mass.

ADS with pith and point constructed. R. L. CUKRAN, 111 W. 34th St., New York.

EFFECTIVE advertising matter prepared. JED SCARBORO, Station W, Brooklyn.

SAMPLE ad, 25 cents in stamps. M. BOARDMAN, 2454 Frankford Ave., Philadelphia.

WE have turned out more ads and better ones than any other house in the business. WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

"BOOK of Ideas for Advertisers." 50 illustrations. 70 styles of ready-made ads. Table of type. Hundreds of valuable suggestions. 100 pages. Only 25 cents, postpaid. D. T. MALLETT, publisher, 78 Reade St., N. Y.

NEW ROOST—New office, desk, chairs, waste paper basket—and a lot of other things. Writing ads still. Run in, I'm near the City Hall. Want 5,000 books about your business? Cost \$75, complete. W. W. BRETT, 261 Broadway, Room 15, New York City.

"ADS that sell goods."

CHARLES AUSTIN BATES,
VANDERBILT BLDG.,
NEW YORK.

HOME-MADE ads are often like home-made clothes—they don't fit. My business is to write advertising matter that fits. I try to be more than careful, more than painstaking in my work. I give small orders just as much thought as big ones. I believe I can help any man increase his business. BERT M. MOSES, Box 283, Brooklyn, N. Y.

I WILL write 13 ads (a 3 months' service of weekly changes) for any retail business, and supply an outline cut for each ad, for \$20. This applies only to the regular retail lines, and I reserve the right to decline any order. Send particulars of business, copies of old ads and suggestions, if you have any to make. CHARLES AUSTIN BATES, Vanderbilt Bldg., New York.

SINCE the first of July I have prepared advertising matter for a dyspepsia cure, cod liver oil, dry goods, dyeing, silver polish, buggy building, varnish, numbering machines, candy, stationery, cigars, tobacco cure, fig syrup, men's clothing, silk waists, poultry and a pile remedy. Who said hard times? "Business Bullets" for a 2c. stamp. JED SCARBORO, Box 63, Station W, Brooklyn.

I HAVE just had 13 cuts made for a jewelry house in West Virginia. I am allowed to sell duplicates to jewelers in other States. I will write 13 ads to order to fit the cuts and the business and supply cuts and all for \$20. I will sell the 13 cuts and duplicates of these West Virginia ads (which are of a general character and will fit any store) for \$15. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y.

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ILLUSTRATORS AND ILLUSTRATIONS.

ST. NICHOLAS.

DODD of Boston illustrates ads and draws—trade.

FOR magazine illustrations, H. SENIOR & CO., 10 Spruce St., N. Y.

SOLID TYPE talks in GOOD HOUSEKEEPING. Illustrated ads show excellent.

SOLID TYPE talks in GOOD HOUSEKEEPING. Illustrated ads show excellent.

DRAWINGS and designs for advertising and illustration. E. LUTZ, East Andover, N. H.

BILLPOSTING AND DISTRIBUTING.

R. H. JOHNSTON, advertising distributor. 1531 Franklin Ave., St. Louis, Mo.

ADDRESSES AND ADDRESSING.

ST. NICHOLAS.

SEND \$1 for reliable list of dealers in any line in Mexico and South American countries. ASSOCIATED TRADE & INDUSTRIAL PRESS, Washington, D. C.

PERSONS who have facilities for bringing advertisers and consumers into contact through lists of names and addresses may announce them in 4 lines, under this head once for one dollar. Cash with order.

LETTERS bought, sold or rented. Valuable lines of fresh letters always in stock for rental. Write for lists and prices. Medical letters a specialty. A. LEPPINGWELL & CO., 112 Dearborn St., Chicago, Ill.

ADVERTISING NOVELTIES.

DODD of Boston is ahead, but that's no novelty.

ADVERTISING rates invariable in ST. NICHOLAS.

SEWING machines will boom your circulation. Write for particulars and prices. FAVORITE MFG. CO., 343 Wabash Ave., Chicago, Ill.

CLOCKS—All kinds, from the humble alarm to the stately "Grandfather." Special designs made to order. H. D. PHELPS, Ansonia, Conn.

TIME saver, the latest copyrighted advertising novelty. Exclusive right in a city to first comer. Samples, 2c. Permanent. LANDON PTG. CO., Columbus, Ohio.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

NEWSPAPER INSURANCE.

INSURE present and future business by using ST. NICHOLAS.

ADVERTISING MEDIA.

DODD.

RELY on Dodd.

DODD of Boston.

DODD places ours.

DODD will treat you right.

PERSIAN Corn Cure. Samples free. Send address to M. COHN, 332 W. 51st St., N. Y.

AMERICAN HOME JOURNAL, Easton, Pa. 5,000 circ. monthly. 5c. a line. Big results. Try it.

ADVERTISERS' GUIDE. Mailed on receipt of stamp. STANLEY DAY, New Market, N. J.

HARDWARE DEALERS' MAGAZINE. Send for adv. rates and copy. 78 Reade St., N. Y.

I COVER the State of Indiana. 13 leading dailies. FRANK S. GRAY, 12 Tribune Bldg., N. Y.

THE OPTICIAN AND JEWELER, 96 Maiden Lane, N. Y. A peculiarly good medium for careful advertisers.

ANY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

DOMINION Newspaper List (60 weekly papers). Sworn circulation 32,336. CANADA READY PRINT CO., Hamilton, Ont.

ADVERTISERS—Only 10 cents per line; circulation 20,000. Best medium on earth. CHIEF'S COMMERCIAL REPORTER, Marion, Ind.

BE INDEPENDENT. Own your own newspaper. Send for estimates to PICTORIAL WEEKLIES CO., 132 Nassau St., New York City.

READY PRINTS—All sizes; low prices; varied features; special news service. UNION PRINTING COMPANY, 15 Vandewater St., N. Y.

THE METROPOLITAN AND RURAL HOME, N. Y., an agricultural and family journal, issues over 500,000 monthly. It pays advertisers.

THE HEARTHSTONE, 235 Broadway, N. Y. Largest paid-in-advance circulation of any similar monthly in the United States. Send for rates and sample copy.

THE SOUTHERN MAGAZINE represents the high-class reading public of the South fully, and the South is to day better able to buy than any other section. Advertise there now.

ADVERTISING in newspapers of "known circulation" means "BUSINESS" For particulars address A. FRANK RICHARDSON, Tribune Bldg., N. Y. Chamber of Commerce, Chicago.

A GOOD list of good people. 35,000 ladies, all householders, throughout Canada. THE people. If you wish to advertise in Canada, write to THE MONTREAL SILK MILLS CO., Limited, P. O. Box 659, Montreal.

"YOUR paper is a hustler for orders."—J. J. Bell. This refers to PARK'S FLORAL MAGAZINE. The publisher guarantees 125,000 circulation each month. Advertising office, 517 Temple Court, New York City. C. E. ELLIS, Manager.

FRATERNITY PAPERS—I am special agent for all the official and leading papers of the various fraternal orders. One inch, one time, in 18 of the best papers, will cost \$35. Rates furnished on special lists of Masonic, Royal Arcanum, A. O. U. W., Knights of Pythias and all others of this class. Send for list and rate card GEO. S. KRANTZ, Special Agent, 102 W. 14th St., N. Y.

BOOKS.

DANGER SIGNALS, a manual of practical hints for general advertisers. Price, by mail, 50 cents. Address PRINTERS' INK, 10 Spruce St., New York.

ADVERTISEMENT composition, comment and criticism. An 80 page pamphlet, giving 68 designs for setting one advertisement, list of competitors, report of judges of award in competition, and letters referring to contest. Better than "60 Ideas" book. By mail, 25 cents. Address INLAND PRINTER CO., 412-214 Monroe St., Chicago.

SUPPLIES.

VAN BIBBER'S Printers' Rollers.

ZINC for etching. BRUCE & COOK, 190 Water St., New York.

ADVERTISING supplies business when nothing else will. Try ST. NICHOLAS.

"STRONG SLAT" cases, wood type and borders. My prices will suit customers. HEBER WELLS, 157 William St., New York.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd, 10 Spruce St., New York. Special prices to cash buyers.

CIRCULAR letters reproduced and addresses inserted \$7.50 per M. Experts can scarcely tell it from genuine typewriting. G. F. VAN WYE, Masonic Temple, Chicago.

PAPER DEALERS—M. Plummer & Co., 45 Beekman St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of Printers' Ink.

HARD times prices for printing. Good linen paper, per 1,000: Letter heads, \$2.00; note heads, \$1.20; bill heads, \$1.60; circulars, 8½x11, \$2.20; 5½x8½, \$1.40; 2½x5½, 60c. in lots not less than 5,000. Express prepaid. ALBERT B. KING, 87 William St., N. Y.

FOR SALE.

ADVERTISING space in ST. NICHOLAS.

\$1 BUYS 4 lines. 50,000 copies proven. WOMAN'S WORK, Athens, Ga.

30,000 LETTERS, '98 and '99. A. B. DODGE, Manchester, N. H.

HANDSOME illustrations and initials for magazines, weeklies and general printing, 5c. per inch. Sample pages of cuts free. AMERICAN ILLUSTRATING CO., Newark, N. J.

FOR SALE—Controlling Interest in live Republican daily and weekly in reliably Republican county. Pop. city, 7,800. Business paying well; co. and city patronage. "CONTROL," Printers' Ink.

JOB printing and newspaper plant for sale cheap. Located in prosperous North Texas city. An established business. Bad health the cause. "BARGAIN," Box 572, Fort Worth, Texas.

FOR SALE—Leading Republican weekly of congressional district. Good news and job outlets. A great bargain for cash. Very healthy locality. R. B. ROBERTS, Asheville, N.C.

FOR SALE The undersigned owns, and has owned for twenty years, 1¼ lots in that part of Jersey City known as Marion, and wants to sell them all or part. The buyer need not pay much money down; just enough to convey the assurance that the new man will hereafter relieve me of the obligation, that has become tiresome, of paying taxes on property that produces no income. To see a map or for other information, call on Geo. F. Rowell, No. 10 Spruce St., N. Y.

MISCELLANEOUS.

ST. NICHOLAS.

USE the Persian Corn Cure.

GOOD HOUSEKEEPING. Excellent.

GOOD HOUSEKEEPING. Excellent.

VAN BIBBER'S Printers' Rollers.

DODD of Boston pays advertisers. Write to him and see.

THE SOUTHERN MAGAZINE reaches all the intelligent and wealthy South.

SEND cabinet photograph and 3c. and receive 12 miniature photos. G. FAIRFIELD, Wind Gap, Pa.

TERRIFF'S perfect washing machine will boom your circulation. Write for particulars and prices. PORTLAND MFG. CO., Portland, Mich.

NEWSPAPERS AND PERIODICALS.

Advertisements under this head, two lines or more without display, 35 cents a line. With display or black-faced type the price is 50 cents a line. Must be handed in one week in advance.

CALIFORNIA.

LOS ANGELES TIMES leads in Southern California. Sworn circulation 14,000 daily.

CONNECTICUT.

THE DAY prints more wants than any other New London, Conn., paper.

WEEKLY TIMES: Hartford, CONN.

THE DAILY UNION.

BRIDGEPORT, CONN.

MORNING. EIGHT PAGES. ONE CENT.

Circulation, 7,300.

Best advertisers use it—they know its value.

N. Y. Office, 420 Vanderbilt Building.

G. L. MOORE, Manager.

THE TWO HERALDS.

WATERBURY SUNDAY HERALD.

BRIDGEPORT SUNDAY HERALD.

Every nook and corner in the Nutmeg State is covered by them. By special trains and by pony express these two papers are delivered Sunday morning all over Connecticut. Special editions are sent into Hartford, New Haven, Meriden, Danbury and Ansonia.

Combined circulation, 30,000. 150,000 Readers.

THE HARTFORD TIMES.

WILLIE O. BURE, Publisher.

RUFUS H. JACKSON, Bus. Manager.

Daily—13,300 circulation.

The great advertising medium for reaching the Nutmeg State.

Weekly—7,000 circulation.

PERRY LUKENS, JR., New York Representative,
73 Tribune Building.

DISTRICT OF COLUMBIA.

ALERT advertisers advertise in KATE FIELD'S WASHINGTON, Washington, D. C.

FLORIDA.

PUT it in the CITRUS COUNTY CHRONICLE. All home print. First issue next week. Inverness, Fla.

GEORGIA.

THE ENTERPRISE, Smithville, Ga. Official organ of Lee County. All home print.

INDIANA.

The Big Weekly of the West.

The AMERICAN TRIBUNE, of Indianapolis, Ind., is the largest WEEKLY published in Indiana.

KENTUCKY.

WANT to sell anything to horsemen? KENTUCKY STOCK FARM reaches them.

TRI-WEEKLY DANVILLE ADVOCATE covers the "Blue Grass." Annual rates, 10c. an inch.

THE SOUTHERN MAGAZINE shows the greatest increase in circulation of all monthlies that have not cut prices.

MAINE.

BANGOR COMMERCIAL.

J. P. BASS & Co., Publishers, Bangor, Me.

Daily average, nearly 5,000 copies.

Weekly average, over 16,000 copies.

PERRY LUKENS, JR., New York Representative,
73 Tribune Building.

MASSACHUSETTS.

40 WORDS, 6t., 50 cts. ENTERPRISE, Brockton, Mass. Circulation 7,000.

NEW BEDFORD (Mass.) JOURNAL. Daily average over 4,000. Remember us when placing ads in Southeastern Massachusetts.

DAILY GLOBE,
FALL RIVER.

ISSUED
EVERY
EVENING.

Circulation, 6,500 Copies Daily.

LARGER THAN THE COMBINED ISSUE
OF ANY OTHER TWO LOCAL PAPERS.

Best Advertising Medium in Fall River.

Advertising Rates furnished upon application.

W. F. KENNEDY, Managing Editor.

WM. H. HANSCOM, Business Manager.

MICHIGAN.

GRAND RAPIDS DEMOCRAT, the leading paper in Michigan, outside Detroit. 13,000 daily.

40,000 PROVED CIRCULATION for only 15c. a line. Sample copies and proof of circulation free.
"ONCE A MONTH," DETROIT, MICH.

MINNESOTA.

MINNEAPOLIS TIDENDE has the largest circulation of any Norwegian-Danish paper in Minnesota.

The Housekeeper, Minneapolis, Minn.
Woman's Home Paper. Pays Advertisers.

DULUTH.

Population to-day, 75,000.
The most prosperous city in the country.

THE NEWS TRIBUNE

IS ITS ONLY MORNING NEWSPAPER.

Published every day in the year. It is the leading and largest circulated newspaper at the head of the lakes.

PERRY LUKENS, JR., Eastern Representative,
73 Tribune Building, N. Y. City.

MISSOURI.

HEROLD DES GLAUBENS, St. Louis, Mo. Est. 1850. Circulation 33,000. Brings results.

THE HOME CIRCLE, St. Louis, Mo., is the best advertising medium in the West. 75,000 copies each month. 50c. per agate line. Established in 1890.

NEBRASKA.

TO advertisers! The Red Cloud CHIEF, Red Cloud, Neb., is all home print, and has a circulation of 1,300. Write for terms. Address THE CHIEF, Red Cloud, Neb.

NEW JERSEY.

THE EVENING JOURNAL,

JERSEY CITY'S

FAVORITE FAMILY PAPER.

Circulation, - - - 15,500.

Advertisers find IT PAYS!

NEW YORK.

ST. NICHOLAS.

THREE trial lines 25c. in Watertown (N. Y.)
HERALD—30,000 readers.FOR any good business it will pay to use THE
CHRISTIAN ADVOCATE, New York City.ROWELL accords THE LE ROY GAZETTE largest
weekly circulation in Genesee Co., N. Y.NEWBURGH, N. Y. Pop. 25,000. The leading
newspaper, daily and semi-weekly JOURNAL.IN Chemung County, N. Y., according to the
American Newspaper Directory for 1894, now
in press, the Elmira YOUNG WOMEN'S BANNER has
a larger regular issue than any other bi-monthly
paper.THE LADIES' WORLD has had a paid average
circulation (January to June, inclusive) of
365,750 copies per issue. No sample copies, but
all circulation paid for in advance. Circulation
will be still larger for last half of '94. Send for
a copy and an estimate. S. H. MOORE & CO.,
New York.

THE TROY PRESS. H. O'R. Tucker. A strictly

high grade family daily. Eight pages. Ad-
vertising service the best. New York office,

11 Tribune Building.

F. M. LUPTON'S popular periodicals, THE PRO-
FLE'S HOME JOURNAL and THE ILLUSTRATED
HOME GUEST. Sworn circulation, 500,000 copies
each issue. Advertising rates, \$2.00 per agate
line, less time and space discounts. For sample
copies and further particulars address F. M.
LUPTON, publisher, 106 & 108 Reade St., N. Y.

ADVERTISING IN TEXAS SIFTINGS PAYS

FIVE DOLLARS IS OFFERED FOR
THE BEST AN-
SWER TO THE QUESTION "WHY DO YOU
SUPPOSE THE SILVER CROSS IS CAR-
RYING FIVE TIMES AS MUCH ADVER-
TISING AS IT DID SIX MONTHS AGO?"
Address: 158 W. 23d St., N. Y. City.

REDUCED TO 10C.

GODEYS

BIG INCREASE OF CIRCULATION.

Present Rates, 75c. per line.

Send for rate card giving discounts.

THE GODEY COMPANY, NEW YORK.

THE IRISH WORLD

For all matters relating to advertising, please
addressD. W. VAN DEREN, Advertising Manager.
17 Barclay Street, New York.

THE OLDEST, LARGEST AND

MOST INFLUENTIAL

PAPER OF THE CLASS PUBLISHED.

Being on the right side of the
fence, politically,
its circulation will be larger
this year than ever.

A COMPARISON

During 1893 the New York EVENING
POST contained 25 per cent more cash
advertising than any other evening
paper in New York, a visible concession
to its superior value as an advertising
medium.

The patronage which

"LIFE"

obtains from advertisers
proves its capability and
efficiency as a medium.INFLUENTIAL NEWSPAPERS ARE
THOROUGHLY READ.THIS MAKES THEM THE BEST
ADVERTISING MEDIUMS.

Such Newspapers are the

Daily Press & Knickerbocker

AND

SUNDAY PRESS.

Press-Room Open to Inspection of Advertisers.

BEST EQUIPPED NEWSPAPER PLANT
IN ALBANY.

OHIO.

MUSKINGUM FARMER for Southeastern Ohio.
\$5 an inch this year. Zanesville, Ohio.THE TOLEDO EVENING NEWS leads its com-
petitors in local circulation—10,000 daily.DAYTON MORNING TIMES and EVENING
NEWS are clean, reliable, family papers.YOUNGSTOWN VINDICATOR, 7,500 daily, 5,500
weekly. Leading newspaper in Eastern Ohio.THE AMERICAN FARMER and FARM NEWS
will not, under any circumstances, accept
of any "fake" ads at any price. The AMERICAN
FARMER and FARM NEWS guarantees the reliabil-
ity of every advertiser to its readers. The AMER-
ICAN FARMER and FARM NEWS gives better re-
turns to advertisers for the money than any other
paper of its class published anywhere in the
world. The AMERICAN FARMER and FARM NEWS
ad rate is only about 1 cent for 1 inch in every 200
copies, going to bona fide subscribers during the
year. The AMERICAN FARMER and FARM NEWS is
the result of the purchase and consolidation of
six farm papers, every one of which was a leader
in its sphere. The AMERICAN FARMER and FARM
NEWS is a practical paper, edited by practical
men for practical people. The AMERICAN FARMER
and FARM NEWS wants your business if you are
square. But if you are not square it would not
take it at any price. GEO. B. BECK, Eastern
Manager, 193 World Bldg., New York City.

PENNSYLVANIA.

SCRANTON (Pa.) REPUBLICAN has the largest
circulation of any Scranton paper.THE BEST LOCAL DAILY in Pennsylvania is
the CHESTER TIMES. 30,000 desirable readers
in the garden spot of the Keystone State. WAL-
LACE & SPROUL, Chester, Pa.30,000 WELL-TO-DO, intelligent people,
who appreciate a good thing when
they see it, read the CHESTER TIMES every even-
ing. WALLACE & SPROUL, Chester, Pa.

DAILY INTELLIGENCER—est. 1896.
WEEKLY INTELLIGENCER—est. 1894.

Doylstown, Pennsylvania.
Have always been exclusively home print papers, with larger circulation than any competitors. Best mediums for advertising in Bucks County.

RHODE ISLAND.

THE NEWS, Providence, R. I., every evening, ONE CENT. 10,000 circulation.

NEWPORT DAILY NEWS, a paper of "known circulation." Average edition 3,500 copies.

SOUTH DAKOTA.

SOUTH DAKOTA—In its issue of August 5th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of South Dakota?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

TENNESSEE.

THE MAURY DEMOCRAT. Guaranteed circulation over 2,300. Established 1882; 8-page weekly. No pot metal. All home print. Published in the richest and most progressive section of Middle Tennessee. Send for specimen copy. See rating in Directory. **LYNCH & E. C. FERRY**, Props., Columbia, Tenn.

TENNESSEE—In its issue of August 5th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Tennessee?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

TEXAS.

TEXAS—In its issue of August 15th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Texas?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

UTAH.

UTAH—In its issue of August 15th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Utah?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

VERMONT.

VERMONT—In its issue of August 22d **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Vermont?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

SO. & CEN. AMERICA.

A ADVERTISE IN
PANAMA STAR & HERALD.
N. Y. Office, 22 Broad St., N. Y.

VIRGINIA.

VIRGINIA—In its issue of August 22d **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Virginia?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

WASHINGTON.

SEATTLE TELEGRAPH.

SEATTLE TELEGRAPH, the leading Democratic daily north of San Francisco.

WASHINGTON—In its issue of August 29th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Washington?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

WEST VIRGINIA.

WEST VIRGINIA—In its issue of August 29th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of West Virginia?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

WISCONSIN.

EXCELSIOR, Milwaukee. The leading German religious newspaper in Wisconsin.

RACINE EVENING TIMES, Racine, Wis. Circ'n under cash exc'ds 2,400 paid copies each is-ue.

WISCONSIN AGRICULTURIST, Racine, Wis. Largest circulation of any English paper in Wisconsin.

WISCONSIN—In its issue of September 5th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Wisconsin?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

WYOMING.

WYOMING—In its issue of September 5th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Wyoming?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

CANADA.

DOMINION OF CANADA—In its issue of September 12th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of the Dominion of Canada?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO.,
EDITORS AND PUBLISHERS.

Issued every Wednesday. Subscription Price: Two Dollars a year. Five Cents a copy; Three Dollars a hundred. No back numbers.

Newspaper publishers who desire to subscribe for **PRINTERS' INK** for the benefit of their advertising patrons can obtain special terms on application.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$15, or a larger number at three dollars a hundred.

Except by special assignment, **PRINTERS' INK** does not invite contributions from persons who expect the return of unused manuscript or to be paid for their contributions.

If any person who has not paid for it is receiving **PRINTERS' INK**, it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OFFICES: No. 10 SPRUCE STREET.

CIRCULATION.

Average for last 13 weeks, - 17,176 copies

NEW YORK, AUGUST 1, 1894.

THE road to fortune is paved with printer's ink.

SHEKELS and sense are necessary in successful advertising.

GET something people want, advertise it wisely and it is sure to pay.

THE best advertising will not create a demand for that which is not wanted.

SUCCESS in business is paved by the type-setter, and made smooth by the printing press.

THE only newspaper in America issued every other day is the *Reporter* of Raton, New Mexico.

BREVITY is the soul of defeat in some advertising. Grain won't grow to fruitfulness the day it is planted.

THE advice of a bishop to a young preacher applies equally well to an advertiser: "Have something to say. Say it. Stop."

THE Socialist Newspaper Union of St. Louis, Mo., is responsible for twenty-eight editions of *Labor*, a weekly organ of the Socialist Labor party. It is intended for circulation in the principal centers of labor in the United States. Being a comparatively new departure, its value as an advertising medium is yet to be shown.

THE men who fail and go down in oblivion belong to the class who never advertise, advertise occasionally or only as they think their trade will warrant.

THERE may be a double meaning in the misspelled sign in South Brooklyn—"For Sail. A sloop yacht of 45 tons. Apply to owner, — Third Avenue, Bayridge."

AN advertisement should tell the whole story in the least number of words, carefully selected and easily comprehended. The display should be adapted to the medium used.

TO CATCH the eye is the first requisite in an advertisement; what follows should be so well put together as to excite the reader's interest and claim his attention to the end.

ADVERTISERS on buildings should always consider the possibility of their signs being hidden by houses that may be erected. Portions of two advertisements visible from the Brooklyn Bridge cars read thus: "Children cry Lots \$20." We are aware they cry lots, but did not know they cost \$20. Of course the remainder of the signs is left to the reader's imagination.

A WESTERN correspondent, who advertised his goods to be the "most expensive in the market," expresses surprise that the result was a large sale. It appears, however, that the goods were promised to outlast all cheaper productions, and to pay best in the end. Every one wants the best and most people will pay more to get it. The advertiser who now uses the expression, "A little higher in price, but—" will undoubtedly find it of great value.

A CORRESPONDENT of the *Boot and Shoe Recorder* says the editorial pages of the trade journals are "all given to taffy," and goes on to say: "If the taffy was of different flavors and colors it might be endurable, if not acceptable, but week after week we have to read about Jones' big rush of orders, Smith's great success in tap toe slippers, Brown's arrangements to build a new factory to increase the output of his new style copper toed opera shoes to keep even with the rapidly growing demand."

THE CLASS JOURNAL PRESS.

The short essays and catalogues appearing in **PRINTERS' INK** from week to week, and intended to aid advertisers in making a judicious selection of the separate classes of papers dealt with, will eventually be published in book form. All newspaper facts and statistics are from the American Newspaper Directory for 1894.

ARCHITECTURE AND BUILDING.

Some papers devoted to architecture are purely scientific while others are intended for laymen as well, and furnish such information in detail as will enable the country builder to map out his own plans and specifications and build his house without further intervention. Forty-three papers relate to different kinds of Architecture, Building and, of necessity, have to do somewhat with Engineering.

The following list contains all accorded a circulation of more than 1,000 each issue.

In this, and the lists which follow, circulations to which the asterisk is affixed may be relied upon absolutely.

WEEKLIES.

Boston, Mass.: Am. Architect & Building News.....	4,000
Chicago, Ill.: Amer. Contractor.....	4,000
Brooklyn, N. Y.: Review & Record..	2,250
Chicago, Ill.: R. E. & Building Jour..	2,250
New York, N. Y.: Architect & Building	2,250

SEMI-MONTHLIES.

Pittsburgh, Pa.: Builder's Gazette....	4,000
Journal of Building.....	1,500*
Boston, Mass.: Producer & Builder..	1,440*

MONTHLIES.

New York, N. Y.: Carpenter & Bld'g Scientific American (Arch. and Builders' Edition).....	17,500*
Louisville, Ky.: So. Mfr. & Builder..	7,500
New York, N. Y.: Mfr. & Builder..	7,500
Builder and Woodworker.....	6,708*
Chicago, Ill.: National Builder.....	4,000
Cleveland, O.: Amer. Builder.....	4,000
New York, N. Y.: Architectural and Building Monthly.....	4,000
Atlanta, Ga.: So. Architect.....	3,000*
Chicago, Ill.: Inland Architect.....	2,250
Stone.....	2,250
New York, N. Y.: Architectural Era.	2,250
St. Louis, Mo.: Building Trades Jour.	2,250
San Francisco, Cal.: Architect and Building News.....	2,250

QUARTERLY.

New York, N. Y.: Shoppell's Modern Houses.....	13,500*
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ART, DECORATING AND FURNISHING.

Art in many of its phases is represented by the 26 different journals. They treat of Art, Ancient and Modern, Decorative and Pictorial, Interior and Exterior, House Fitting and Furnishing, Upholstery, etc. Some are for the general public interested in such matters, and some are intended only

for the trade. As would be expected, most of these journals are well printed and handsomely illustrated. The following is a list of all accorded a circulation of more than 1,000 each issue:

WEEKLY.

New York, N. Y.: Studio.....	4,000
MONTHLIES.	
New York, N. Y.: Art Amateur.....	22,458*
Lynn, Mass.: Ingall's Home and Art Magazine.....	20,000
New York, N. Y.: Art Interchange..	20,000
Magazine of Art.....	12,500
Chicago, Ill.: Arts.....	8,000*
Philadelphia, Pa.: Painting & Decor'g	4,000
Chicago, Ill.: Interior Decorator.....	2,250
Picture and Art Trade.....	2,250
New York, N. Y.: China Decorator..	2,250
Decorator and Furnisher.....	2,250
Furniture Trade Review and Interior Decorator.....	2,250
Sun and Shade.....	2,250
Upholsterer.....	2,250
Art Student.....	1,000

QUARTERLY.

New York, N. Y.: Quarterly Illust'r..	18,500
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PLUMBING.

There are 6 papers in this class, devoted to the trade and to the "master plumber." The following is a list of all accorded a circulation of more than 1,000 each issue:

SEMI-MONTHLY.

New York, N. Y.: Plumbers' Trade Journal.....	4,000
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MONTHLIES.

Chicago, Ill.: Domestic Engineering.	2,250
Master Steam Fitter.....	2,250

SEWING MACHINES.

Three papers only are devoted to the manufacture and sale of Sewing Machines. The only one accorded a circulation of more than 1,000 is:

MONTHLY.

Chicago, Ill.: Sewing Machine Advance.....	2,250
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MISCELLANEOUS INDUSTRIES.

The 27 papers in this classification represent the same number of different industries or labor divisions. The following is a list of all accorded a circulation of more than 1,000 each issue:

WEEKLY.

New Orleans, La.: Sugar Planter...	2,250
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SEMI-MONTHLY.

Chicago, Ill.: Nat. Laundry Journal.	2,250
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MONTHLIES.

Buffalo, N. Y.: Nat. Coopers' Jour...	4,000
Chicago, Ill.: American Storekeeper.	4,000
Indianapolis, Ind.: Clay Worker....	4,000
Chicago, Ill.: Horse-Shoer.....	2,250
Stone.....	2,250
Indianapolis, Ind.: Paving and Municipal Engineering.....	2,250
New York, N. Y.: Lathe.....	2,250
Rangor, Pa.: Am. Slate Trade Jour..	1,000*
Titusville, Pa.: Coopers' Journal...	1,000*

ADVERTISING FOR RETAILERS.

Edited by Charles Austin Bates.

Retail merchants are invited to send advertisements for criticism and suggestion; to ask questions about anything pertaining to retail advertising; to send ideas, experiences and hints for the betterment of this department. **PRINTERS' INK** is a clearing-house for ideas—this is the retail branch.

M. Dyrenforth & Co., Washington, D. C., give a boat trip to "River View" with every purchase.

May be it pays, but I doubt it. If the trip costs Dyrenforth & Co. anything, I don't believe they can possibly get their money back. It advertises them a little, to be sure, but would not the same amount of energy and money spent in the newspapers pay better? I think it would. I have watched the progress of a great many schemes like this and only one in a hundred pays.

The cordial and persuasive gentlemen who sell advertising novelties have many good arguments. They say that people appreciate a small gift. That the greatest desideratum in life is to get something for nothing. I don't believe that this influences grown-up folks, although it may work with children. I've tried giving a base ball and bat to every purchaser of a suit of boys' clothing. It seemed to work pretty well. Every other clothing house in town was giving something away then. Several gave balls and bats, but the ones we used were bigger and better than any of the others. That made a difference—had some weight with the juveniles, but it wouldn't if the prices and goods had not been just right. I am not sure that even in this case the money would have been better spent in the papers.

Indirect publicity does good. No doubt about that, but when it costs the same as direct advertising it is not to be considered.

The effect of giving something away is ephemeral. The gift doesn't convince. It doesn't prove anything. Advertising in the newspapers is a legitimate expense. It is done for the purpose of telling readers where they can get certain things. The advertisement conveys desirable information. It asks for custom openly and without pretense. The best advertisement does not try to make people believe that the store is an eleemosynary establishment. There is no nonsense about

it. It says, "we want your trade because there's a profit in it." It is a straight, fair, business proposition.

Giving something away is an effort to get some advertising in an indirect way. There is a string attached to the gift. Don't imagine for a single minute that the public doesn't see it.

The gift is given in the hope that it will bring business enough to pay for itself and make a profit beside. That is perfectly plain, else why should a business man do such things? It isn't charity that prompts him, nor even cordiality and "good-will toward man."

A hotel keeper at Coney Island lately threw away some five thousand dollars in silver coin. He said that he did it to advertise himself and that he would make a million dollars by doing it. The experts who examined him said it was paresis that ailed him.

If any of the readers of **PRINTERS' INK** have had profitable experiences with giving away novelties and such things I would be glad to hear from them. I would like to know the circumstances, the article given away and the effect. This information will no doubt be valuable to others—if any such experiences have been experienced.

275 WEST 127TH STREET,
NEW YORK, July 18, 1894.

Chas. Austin Bates, Esq., Dept. Adv. for
Retailers, **PRINTERS' INK, City**:

DEAR SIR—The public likes realistic window displays, without doubt, but when a dealer in butter and eggs heaps his window with "new laid eggs" and tops off the pile with a china egg from which a worsted representation of a chick is issuing, is not that a little too realistic?
(To be seen on Third avenue.)

Yours truly,

CHAS. A. BROCKAWAY.

Taken as a group the newspapers of Chicago are the best printed papers in the world. The *Herald* is probably the handsomest and as an example of typography, make up and press work is nearly if not quite perfect.

The business men of Chicago are aggressive and successful advertisers. Success places a man or a thing above

criticism, so when Dernburg, Glick & Horner, of Chicago, send me an advertisement for criticism I feel some hesitancy in condemning it.

It is a typical Chicago ad. It comes in with a snap, dash and hurrah, but it doesn't seem to ring quite true. It is well enough constructed, so far as that goes. It sounds well and for that kind of advertising it is very good. There is a picture of an arch made up of stones labeled, "strict attention," "salable goods," "best quality," "latest styles," "small profit," "push and energy." The keystone is labeled "Lowest prices."

The ad starts out this way :

**TO-MORROW'S
BARGAINS FUR-
NISH THE KEY-
STONE OF OUR
SUPREMACY.**

"No profit" is the order of the day. We are in sympathy with the times, therefore change from "Low Profit" to "No Profit." Competition cannot stand such cuts as offered here to-morrow.

We Come! We See! We Conquer!

The prices follow.

The question that every intelligent reader asks at once is—"why?" Why no profit?

Goods are frequently sold without a profit, but there's generally a reason for it. Sometimes the reason is only the ever present one that you want to draw a crowd. All right—say so. Then people will believe your prices. If this rule were followed "sales" would be even more successful than they are. Most of them are perfectly honest in everything but the advertising. Why not say plainly: "Here are a number of things that we are going to sell at less than makers' cost. We charge the loss up to advertising because it makes you come to the store. All the other goods are marked at regular prices which are low enough—goodness knows. You'll buy the sale goods and then while you're here you'll see something else you need. We'll make a profit on that. Just a fair, reasonable profit. The same as all other good dealers make. If you don't want anything but the sale goods—all right, come anyway. We'll get better acquainted. Perhaps you'll come again."

Don't you think that kind of an ad will pull more people than the —

hoop-la, here-we-are, losing-money-on-every-sale-but-it's-the-quantity-we-sell-that-makes-it-profitable, kind?

I do.

What about egotism in advertising? To a certain extent all advertising is egotism. A man certainly believes in his ability or in the goodness of his productions, or in the goods he sells, or he will not advertise at all.

The successful man believes in himself. He is self confident, aggressive—egotistic. But there's a difference between egotism and "swell-headedness." The egotist believes in actualities—the other man believes things about himself that are not.

On the whole I think egotism in advertising pays. If a man doesn't put a high value on himself very few other people will. But he must be careful to stick to facts. He must be sure it is egotism and not "swell-headedness." If he can do something better than anybody else, or as well as anybody else at a lesser price, let him say so by all means and say it as if he meant it. Most people admire aggressiveness. If a man can run himself up without running anybody else down, that's the thing to do, even though it empties the "cap I" box.

Here's an egotistical advertisement—a reading notice from the Cohoes, N. Y., *Dispatch*. It is one of a series of similar ones and I am told that the ads are exceedingly productive of results. I am inclined to think that there is a little bit too much personality in it, but if it sells goods, that settles its value beyond peradventure—once and for all.

A SAD PICTURE.

Nellie Bly draws a very sad picture taken on the spot of the city of Pullman. For the sake of humanity we hope she overdid it. If it is really true that people work there for just to pay their rent to Mr. Pullman, leaving them in some cases just a check of 5 or 10 cents—so Nellie says—to struggle along until the next pay, then, I say, I wouldn't be George Pullman and all his millions thrown in. I couldn't rest nights, with the vision of hungry men and women and starving children dancing around my virtuous couch. No, no, I rather think Nellie overdid the picture. I say, let Pullman enjoy his enormous wealth if he can. I'd rather be the man I am, getting three fair meals a day and selling carpets, oil cloths and furniture in the Opera House Block at Hough's stores. I guarantee that I sell said goods at lower rates than our competitors. Come and examine our stock before going elsewhere. I have a full line of tables, chairs, lamps, curtains and other goods too numerous to mention. Call and look our stock over; goods are sold at prices to defy competition.

For Shoes—(By E. French).

A Tenderfoot

Is sure to be made easier,
and is likely to be fully re-
stored, if fitted with one
of our

Surefit Shoes

which are made in many
unusual sizes and shapes,
of pliable skin, especially
for tender feet. It is seldom
that they won't fit feet—
and when they won't we'll
say so before you take 'em.

\$3.50 to \$6.*Umbrellas or anything—(By C. A. Hopkin).*

VANISHING

UMBRELLAS!

26 and 28-inch umbrellas, FAST
black sateen, strong, and will not
rip; neat and nobby, natural
wood handles; value 87½c.; 100
to disappear to-day at 50c. each.

That beats the**East Indian Juggler.***For Shoes—(By J. E. Scanlan).*

We Hear Lots

*About cool-headed people,
but very little about cool-
footed folks.*

You wouldn't wear a fur cap now,
but you don't hesitate to crowd your
much abused feet into clumsy, ill-fitting
winter shoes. Now, think this over.
Very little money is needed to put cool,
seasonable shoes on your tired feet,
provided, of course, you trade at

Change to fit anything.

ANOTHER MISTAKE

of ours was buying about one Japanese fan
for every man, woman and child in Waco. If
we had bought less, the price would now be
five to ten cents each, but as it is we are sell-
ing them at 2 cents each, or trying to. We
also sell some mighty pretty things in folding
fans at 5c., 10c. to 25 cents.

For a Druggist—(By M. L. Boyd).

All the World's a Stage

and it is just at this stage in life that
many need a good tonic to build up
their system.

We Have

all the best, and only the best can be
found at our store.

*A Full Line of Drugs,
Perfumes, Stationery, etc.*

For Dry Goods—(By E. French).

A Little Girl SERIOUSLY INJURED

the cuticle of her forehead by wearing
an ill-fitting, rough-inside, straw hat.
Other little girls, and big ones too, wear
hats which cut into their foreheads and
don't stay on well.

A Remedy Worth Trying

is a hat from the large variety displayed
in our hat department. All the fashion-
able shapes are there, and all have been
made to fit, and to feel cool and com-
fortable—inside band and finish won't
mark the skin.

Prices range from 43 cents upward.*For Men's Furnishing—(By J. E. Scanlan).*

Say, Mister!

We saw you at the ball game yester-
day and you looked so hot and uncom-
fortable we felt sorry for you. Very
likely it was because you were too
warmly clothed. There's a simple
way of avoiding such uneasiness—just
drop into Scanlan's and get .

Men's fine straw hats, 50 cents each.

Men's featherweight underwear, 50 cents a garment.

Men's fast color outing shirts, \$1.00 and \$1.25.

Men's and boys' tennis shoes, 50 cents.

“Nuff ced.”

E. C. ALLEN & CO. RETIRE FROM BUSINESS.

AUGUSTA, Me., July 31, 1894.

Editor of PRINTERS' INK:

The following from our daily paper of July 30th, is self explanatory:

"Owing to the unprecedented depression in general business over the whole country for the past 18 months, causing the failure and suspension of several well-known business houses with which they have done business for a great many years, and their inability to collect from a great many more, the management of the corporation of E. C. Allen & Co., of this city, have reluctantly decided to close their works July 31st, and to indefinitely suspend their business. All bills against the corporation will be immediately settled in full."

It only need be added that the house for the past three years has spared no pains or expense to maintain Allen's Lists absolutely the greatest mediums for general advertisers in existence.

Every advertiser has received more than extra value for the price charged, and we believe as a rule, where there has been any indication of the results obtained, that they have been exceptionally well pleased.

Yours truly,
E. C. ALLEN & Co.

To Mr. E. C. Allen alone must credit be given for the conception and marvelous success of "Allen's Lists." He originated the plan in a small way nearly twenty-five years ago. His excellent ideas of business, sterling honesty, indomitable perseverance and unlimited capacity for hard work were amply rewarded. The one paper became twelve, and the circulation of a few thousand grew to over a million. He built and owned his printing houses—among the largest in New England—purchased the most improved presses and kept busy 500 employees at a daily outlay of \$1,500. At the time of his death, July 28, 1891, the business was still growing and his plans were all made for additional improvements and increased circulation. It is reported that the subscription list will be transferred to some other publications.

Displayed Advertisements

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

SUPERIOR Mechanical Engraving. Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.

SWISS People, the advertiser's Eldorado. 300,000 in U. S. Official organ proves more than 15,000 circ. Send for rates. AM. SCHWEIZER ZEITUNG, 116 Fulton St., N. Y.

BEST
HALF-TONE
PORTRAIT,
Single col.,

\$1.50

CHICAGO PHOTO ENG. CO., 186 Madison.

POSTAL NOTES ABOLISHED.

The only substitute that will accommodate or satisfy the people is our PATENT COIN MAILING CARDS. Indispensable to a mail business. Special imprint on cards free. Address for samples,


ALVORD & CO., DETROIT, MICH.

**Arthur's and
Peterson's.**

**\$100
PER PAGE**
for both
Magazines.

F. E. MORRISON, Adv. Mgr.,
500 TEMPLE COURT, N. Y.

MENTION THIS PAPER
WHEN YOU WRITE.



For holding Papers, Letter
Files, Letter Books, Circulars
Printed Matter, Anything
Clean, Light, Strong, Hand-
some, Portable. In use all
over United States. Send for
Catalogue and testimonials.

POPE RACK COMPANY
ST. LOUIS, MO.

The Democrat,

GRAND RAPIDS, MICH.

13,000 DAILY. 4,000 WEEKLY.

ADMITTEDLY

The Leading Newspaper in Michigan

(OUTSIDE DETROIT).

Prices for space, which are reasonable,
of the Home Office, or

H. D. LA COSTE,
38 PARK ROW,
NEW YORK.

The Troy Press—Why?

Because

{ It is the most largely circulated paper.
It is the only eight-page Daily.
It is a high-class, clean-cut paper.
It is a strictly family paper.
It is the favorite with the advertisers, and
One hundred other good reasons.

TROY, N. Y.

New York Office :

- - -

11 TRIBUNE BUILDING.

The Toledo Blade,

TOLEDO, OHIO.

THE TOLEDO BLADE is well known as a newspaper and advertising medium.

The following statement of circulation of the BLADE'S different editions will be a matter of interest to advertisers.

This statement is a Record of the Second Week of July, 1894.

Daily Blade,	AVERAGE FOR WEEK,	16,764
Daily Blade,	SATURDAY ISSUE,	20,000
Weekly Blade, - -		123,000

FOR ADVERTISING RATES OR
INFORMATION, ADDRESS

THE BLADE, TOLEDO, OHIO.

New York Office:

33 TRIBUNE BUILDING, NEW YORK.

Printers' Ink

Says:

"It is the duty and it should be the pleasure of every publisher to give his advertising patrons all the attention they deserve; it is upon them that he depends for his profit. Yet it is evident that no especial care is given to the editing of the advertising pages by most publishers. Only a few papers and some of the magazines are enterprising enough to establish departments that take charge of advertising and see that it is properly edited. This practice is bound to become popular, and it will prove mutually beneficial to publisher and advertiser."

We Do More Than That.

Our advertising department personally places every advertisement in position, thus giving each advertiser a choice position.

No Devil or Galley-slave has charge of your ad with us.

Let us give you estimate on space.

THE NATIONAL TRIBUNE,
WASHINGTON, D. C.

TWO NEWSPAPERS THAT COVER KANSAS AND
PAY DIVIDENDS TO THEIR ADVERTISERS.

The Topeka Daily Capital,
TOPEKA, KANSAS.

State Record established.....1859
Commonwealth established.....1860
Capital established.....1879
(CONSOLIDATED 1889.)

The only morning paper published at Topeka.
The largest daily circulation in Kansas.

The Kansas Weekly Capital
AND Farm Journal,
TOPEKA, KANSAS.

The leading farm and family newspaper
of Kansas.
Reaches 1,000 Post Offices and every county
in the State.
Is read by the best class of farmers.

For Advertising Rates, address THE TOPEKA CAPITAL CO., TOPEKA, KANSAS.

THE DAILY, SUNDAY AND WEEKLY WHEELING NEWS

is the only paper in Wheeling, W. Va., to which a guaranteed circulation is accorded in the new edition of the American Newspaper Directory for 1894, which appeared May 1st.

The correctness of the rating is guaranteed by a \$100.00 forfeit, offered by the publishers of the Directory, to any person who will show that the circulation of the paper is not correctly stated.

The circulation is larger than any other in the place or State. This fact should be considered by advertisers desiring to cover Wheeling and vicinity.

C. E. ELLIS, Manager Foreign Advertising,
517 Temple Court, New York City.

WE STATE FACTS WHEN WE SAY
THAT THE
"NEW MODEL" Web Press



Will print 8,000 to 12,000 four or eight-page papers per hour—NOT in spurts, but ALL the time.

"WE CAN RUN IT."

Yours truly, A SMALL MAN AND A BIG BOY.

Campbell Printing Press & Mfg. Co.,

334 Dearborn Street, Chicago.

1 Madison Avenue, New York.



The Vickery & Hill List, Augusta, Me.

CIRCULATION 1,500,000 copies per month, guaranteed

ANOTHER TESTIMONIAL.

C. E. ELLIS,

DEAR SIR—On going over our records for the past eight months, we find that the proportionate returns (cost considered) from The Vickery & Hill List, with two exceptions, are better than from any of the two hundred papers used on our 1893-4 schedule.

We desire no more evidence that you circulate to the extent claimed.

Yours truly,

ROBT. INGERSOLL & BRO.

Rates, or any other information, furnished from the home office, Augusta, Me., or by

C. E. ELLIS, 517 Temple Court, New York City, Special Representative.

COMFORT

VOLUME 8 N^o 10 (N^o 10)
PRICE 25 CENTS PER YEAR

AUGUST 1894

PUBLISHED BY
THE GANNETT & MORSE CONCERN
AUGUSTA, MAINE.

LOOK AHEAD.

As twenty days are required to print an edition of COMFORT, which fills eleven U. S. mail cars, and as thirty days more elapse before a majority of the copies reach their destination, THE PRESENT is THE TIME for far-sighted advertisers to make public their announcements.

Fall seeds sown NOW in the rich fields cultivated by COMFORT will yield astonishing results.

NOW!

Space of us or of agents. The Gannett & Morse Concern, Publishers. Home office: Augusta, Maine; Boston: John Hancock Building; New York: Tribune Building, Lewis A. Leonard, Representative.

MISSOURI ST. LOUIS CHRONICLE

IN THE LEAD

THE CHRONICLE FIRST.

PRINTERS' INK, a New York weekly journal for advertisers, George P. Rowell & Co., Publishers, May 30, last, published the following concerning St. Louis dailies: "In St. Louis the largest daily circulation is given to the *Evening Chronicle*, a large one-cent paper, delivered by carrier at six cents a week. It guarantees to its advertisers a larger circulation than any other daily in the State and a larger paid circulation than the combined circulation of all other St. Louis afternoon papers. Next to the *Chronicle* comes the *Republic*, with more than 58,000 circulation, and then the *Globe-Democrat*, with more than 51,000. No intelligent advertiser would think of neglecting any of these papers."

The Chronicle

**GUARANTEES TO
ADVERTISERS:**

FIRST—A larger daily circulation than any other daily newspaper in the State of Missouri.

SECOND—A larger circulation in the 400 cities and towns surrounding St. Louis than any other daily newspaper.

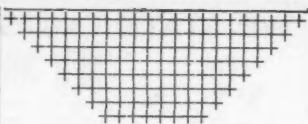
THIRD—A larger paid circulation than the combined circulation of all other St. Louis afternoon papers.

Circulation, 75,000 Daily.

E. T. PERRY,

Manager Foreign Advertising Department,

53 Tribune Building, New York.



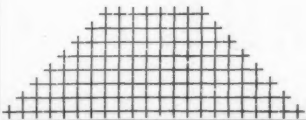
And the
Manchester

Saturday Telegram

Prints more
than all the other
Manchester
Papers
Combined

PRINTERS' INK of June 13th says: To the Manchester *Saturday Telegram* is accorded the largest circulation of any paper in the State—by far the largest. It is the only paper in the State having more than 5,000 circulation that is ready and willing to make known its exact issues. It probably prints more copies every issue than all of the other Manchester, N. H., papers combined.

NEW YORK OFFICE:
517 TEMPLE COURT,
C. E. ELLIS, MANAGER.



Why

does every advertising agent
counsel the advertiser to use

THE
Indianapolis News?



Because:

- 1 Future orders depend upon the returns derived from present orders.
- 2 No other advertising field in America may be so completely covered or so entirely missed in the using or missing of a single newspaper.



P. S.—Sworn average for the past year to April 1st was \$1.801 for each day. Payment for advertising conditioned on larger bona fide circulation than any other three dailies in Indiana combined.

Reputation!

SOME MERCHANTS sell their goods for
more money than their competitors.

THEY

"GET A BETTER PRICE"

and sell more goods.

Why?

Because:

They have established
for their goods a REPUTATION, and buyers
know exactly what to expect when they
buy of them.

To this class of business men belong
the publishers of

The
**Evening
Wisconsin.**

For over forty years they have labored to
establish for THE EVENING WISCONSIN such a
reputation, and the character of the adver-
tising columns testifies to their success.

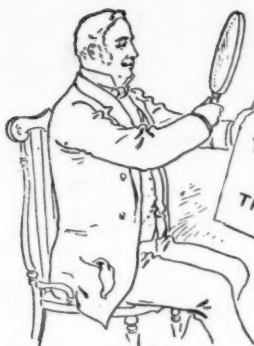
THE EVENING WISCONSIN CO.,

Eastern Branch Office:

MILWAUKEE, WIS.

10 Spruce Street, New York.

CHARLES H. EDDY, Manager.



THE LADIES' WORLD

circulation will stand any test, as its publishers believe in making known the number of copies circulated.

They not only state their circulation, but go a step further and publish the exact

number of Paid-in-Advance Subscribers in each State.

The following exhibit does NOT include any copies handled by news agent or sent out as exchanges, nor does it represent any other circulation than that going to Paid-in-Advance Subscribers.

The accompanying statement is made up from the June Number, which closes the first half of the year.

THE LADIES' WORLD

Eastern Section---Total Number Paid Subscribers.....200,074

New York.....67,457	Massachusetts.....37,819	Maine.....10,627
Pennsylvania.....25,949	Connecticut.....13,514	New Hampshire.....9,018
New Jersey.....10,746	Rhode Island.....5,166	Vermont.....6,347
	Canada.....13,427	

Middle Section---Total Number Paid Subscribers.....137,105

Ohio.....23,772	Iowa.....15,615	Kansas.....10,255
Illinois.....22,963	Wisconsin.....11,303	Nebraska.....7,074
Michigan.....18,403	Minnesota.....5,438	South Dakota.....2,585
Indiana.....10,453	Missouri.....8,234	North Dakota.....1,088

Southern Section---Total Number Paid Subscribers.....26,010

Texas.....4,015	Virginia.....3,012	Georgia.....1,278
Kentucky.....2,826	Maryland.....2,261	Florida.....885
ennessee.....1,519	West Virginia.....2,066	Louisiana.....1,020
Arkansas.....1,197	North Carolina.....1,029	Oklahoma.....782
Mississippi.....975	South Carolina.....885	Indian Territory.....212
Alabama.....916	Delaware.....855	New Mexico.....307

Western Section---Total Number Paid Subscribers.....15,867

California.....6,398	Colorado.....2,249	Montana.....797
Washington.....2,400	Idaho.....513	Wyoming.....414
Oregon.....1,977	Nevada.....341	Arizona.....226
	Utah.....549	

Total Number of Subscribers in All Sections,

379,056

S. H. MOORE & CO., PUBLISHERS, - - - NEW YORK.

Daily, = 32,000.

Weekly, 30,000.

THE DENVER TIMES-SUN

N. EISENLORD, Manager.

Has the largest circulation of any afternoon newspaper west of the Missouri River, and fifty per cent larger circulation than any other Denver newspaper.



Its local circulation in the City of Denver is larger than the combined local circulation of all other Denver newspapers. If you want to reach the people of Colorado and the territory surrounding you should use

THE DENVER TIMES-SUN.



The "Colorado Weekly Sun," the weekly edition of the "Times-Sun," circulates in every State and Territory in the Union.



ADDRESS ALL ORDERS TO

THE DENVER TIMES-SUN, DENVER, COLORADO.

The Difference.

Note the Ink advertisements in the printers' papers.

Every manufacturer makes the best Ink, but not one names a price.

Every manufacturer will supply Ink at less than you are paying, but wants to know what you pay before quoting a price.

My way is different.

I name the price.

Best news ink in the world in 500-pound barrels for 4 cents a pound (\$20). In 25-pound kegs for 6 cents (\$1.50).

Best job inks in the world sold in one-quarter-pound cans, four cans for a dollar. Specify your own colors, or send samples to be matched.

My four excepted inks include the celebrated black, worth \$5 a pound, which every ink maker talks about and none ever sells; also carmine, bronze red and violet purple; four quarter pounds of these can be had for \$2.

No black ink was ever made that is really any better than I sell in quarter-pound cans, four cans for a dollar.

My "**favorite black**," in quarter-pound cans, four for a dollar, makes every printer wonder whether any one ever saw so perfect a job ink.

Don't send for circulars, for I have none.

Don't write for information. The whole story is told here. Send the cash and say what you want and that is what you'll get.

If you don't send the cash you will waste your postage.

Address **WM. JOHNSTON, Manager Printers' Ink Press,**
10 Spruce Street, New York.

A LIVE CITY FOR ADVERTISERS.



THE CLEANEST AND MOST SATISFACTORY EXHIBIT MADE BY ANY PAPER IN PITTSBURG

THE PITTSBURG PRESS.

GUARANTEED CIRCULATION
AVERAGE EACH ISSUE
DAILY - 40,142
SUNDAY - 34,224

WE SOLICIT ONLY "THE CREAM" OF FOREIGN ADVERTISING.

ITS ADVERTISING COLUMNS ARE AS CAREFULLY EDITED AS ITS NEWS COLUMNS

WE TELL THE PLAIN TRUTH

SOLE AGENT
"THE ROOKERY" CHICAGO.
S. C. BECKWITH
NEW YORK
48 TRIBUNE BLDG.
FOREIGN ADVERTISING

THE PLAIN TRUTH TELLS

AN
ADVERTISING MEDIUM
THAT PAYS!
THE

ITEM

PHILADELPHIA.

NO MAGIC ABOUT THIS!

190,000
CIRCULATION DAILY.

GREATEST AFTERNOON PAPER IN THE UNITED STATES

ESTABLISHED 46 YEARS.

CIRCULATION OF THE ITEM

EVERY ISSUE FOR THE PAST 6 YEARS HAS BEEN

	DAILY	SUNDAY	WEEKLY
1888	154,635	91,443	23,762
1889	164,944	151,728	32,440
1890	174,419	174,209	42,157
1891	181,237	184,490	43,358
1892	186,767	192,363	53,753
1893	187,446	213,208	64,885

SOLE AGENT

S. C. BECKWITH

FOREIGN ADVERTISING.

THE ROOKEE CHICAGO

NEW YORK

THE TRIBUNE BLDG.

ONE CENT

ONE CENT

ONE CENT

If you wish to find the
true point of

The Income Tax

and feel the full force of it,
sit down on these



And then, **HERE'S ANOTHER POINT!**

If you want to make your income big enough to be taxable, you ought to advertise your business.

If you don't know how to do it successfully, let somebody show you—us for instance?

What do we know about it?

Well, frankly, we don't know anything else; that is, not very well.

We have spent twenty-nine years learning the advertising business—how to succeed, how to avoid failure.

You can tax our energies and experience in this direction if you wish—we tax you very little if we can please you.

Original matter and methods, best paying mediums only recommended.

THE GEO. P. ROWELL ADVERTISING CO.,

Newspaper and Magazine Advertising,

10 SPRUCE STREET,

NEW YORK.